

RHS Yorkshire in Bloom

Entry Pack 2019

Categories B1 – B4,
Business & Commercial Entries



YORKSHIRE

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Introduction to RHS Yorkshire in Bloom



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RHS Yorkshire in Bloom is a voluntary regional organisation that administers the RHS Britain in Bloom Campaign in North, South, East and West Yorkshire. RHS Britain in Bloom is the largest horticultural campaign in Europe and each year it grows in size and importance and involves more people, groups and organisations creating lasting improvements to local environments. Villages through to cities in the region are judged in spring or summer.

All other community, business, and educational establishments are judged in the summer.

Why Enter RHS Yorkshire in Bloom

- ❖ To improve the environment
- ❖ To foster civic pride
- ❖ To develop community spirit
- ❖ To improve the visual appearance of the place making it an attractive place to visit, work and live in.
- ❖ To create a good impression to visitors and to attract potential business.
- ❖ To involve local organisations – Local Authorities, schools, voluntary groups.
- ❖ To foster a sense of competitive spirit in order to achieve success

Remember that entering RHS Yorkshire in Bloom should not be seen to be purely for competitive reasons. This is, of course, important but it must also be borne in mind that any improvements made to the visual environment and in the development of community spirit should form the long-term objectives of the entry.

Which categories can we enter?

Entry into the Business & Commercial categories of RHS Yorkshire in Bloom is based on the size and nature of the business. Please refer to the following table to see which category best suits your enterprise. Entry form is available on the Yorkshire in Bloom website www.yorkshireinbloom.co.uk



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Having decided to enter Yorkshire in Bloom, what next?

Categories B1 – B4, Business & Commercial Entries



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BUSINESS & COMMERCIAL including Public Houses, Guest Houses, Hotels, Restaurants, Businesses, Shopping Centres, Retail Parks, Caravan Sites, Pay on Entry Gardens and Tourist Attractions

B1	Small Businesses Include Shops/ pubs and restaurants and guest houses
B2	Medium Businesses Include Small/medium hotels/residential care homes
B3	Large Businesses Including Large Hotels/Shopping Centres/ Caravan Site
B4	Tourist Attractions Including Stately Homes/ Pay on Entry Gardens

The aim of this section is not to offer horticultural advice, but to give tips, hints and assistance on your entry in what we hope will be a long and sustained Bloom partnership.

Participants' Guidance Notes

Entry to the campaign is by completion of the Entry form located on the website, Link: <https://www.yorkshireinbloom.co.uk/entry-form>

Please pay the appropriate entry fee either by bank transfer or by cheque to the coordinator.

When are we judged?

Judging takes place over a three week period in **July** each year. The exact dates are available on the website on the yearly Programme Dates page. It is usually the first three weeks of the month.

The Judging Process

The Judges receive their judging allocation several weeks before the judging period. **They will contact you** as soon as possible to work out suitable availability dates. We request that Judges are as flexible as possible, and offer their services to suit your entry, noting that sometimes this maybe weekends or evenings.

There will be normally one or two judges who visit and carry out the assessment. The judge's names and contact details will be emailed to the entry around the same time that the judges are allocated. (This is referred to as the judging schedule) Thus it is important that the contact details posted on the entry form are the details needed to contact the right person.



We are very aware that entrants are probably nervous and concerned about the judging process so we do try to allay any possible fears. (Particular first time entries) We are a very social campaign and do our very best to put our entrant at ease.

The suggestions that follow are examples of things that **MAY be present** in an entry – **they are NOT an extensive list of things that have to be done or to be achieved!**

What is judged?

There are three core pillars of RHS Yorkshire in Bloom judging criteria

- i. Horticultural Achievement
- ii. Environmental Responsibility
- iii. Community Participation

RHS Yorkshire in Bloom showcases environmental excellence across the region, from the smallest Business to Large Shopping Centres or Tourist Attractions, it brings together communities with one common aim, to improve their environment. Judges are assigned to assess your entry against a national set of criteria, which has been developed to support both judges and entrants. To help you meet this criteria the following guidelines may be a useful reminder of what judges will be looking for.

RHS Yorkshire in Bloom has environmental responsibility at its core and the judges will wish to see a balance between permanent/sustainable planting initiatives as well as annual.

Section A - Horticultural Achievement

40 points; 40%

In this section the judges will be looking for your year-round achievements in horticulture (including conservation and natural areas) focusing on 4 key factors:

- A1. Plant Selection
- A2. Plant Quality
- A3. Residential Maintenance of planted areas
- A4. Overall Impression

Each of these key factors will make up 10% of your overall score and be worth a maximum of 10 points.

The judges will take account of:

A1. Plant Selection – 10 points; 10%

Impact will be evaluated across the entry, in each area and as a whole.

Colours & Design: Is there a scheme or theme overall and/or in key locations? Are the colours/design suited for the location? Appropriate choice of plants: Are there too many/too few plants to enhance the area? Are the plants appropriate in terms of flowering period and habit? Is there sufficient variation, appropriate herbaceous plants? Are there appropriate varieties of both newly planted and recently (up to 5 years) planted areas (including mixes of trees, shrubs and herbaceous planting). Planting could be for foliage effect, bark effect etc. or for a specific purpose (i.e. conservation) or to provide flowering or other effects for a defined period. Special features sometimes provided as a focal point, and may include structures or an intensive area of bedding.

A2. Plant Quality – 10 points; 10%

Are the plants in the entry vibrant and grown to their full potential?

Are they free of all pests and diseases?

Horticultural plant quality in all areas will be assessed.

Quality of plants: Good quality plants, obviously flourishing. No obvious signs of pests, diseases or deficiencies. Appropriate size for planting situation, appropriate soil type etc.

A3. Maintenance of planted areas – 10 points; 10%

Are areas maintained to a high standard including baskets & troughs, cultivation, weeding, feeding, pruning, grass cutting and edging where appropriate? Tree management and maintenance including appropriate planting initiatives.

Areas that may be included: gardens in public view, Communal areas - Shared residential & communal spaces, Allotments, Public Buildings (grounds of) -. Car parks

Are areas well-presented and maintained?

A4. Overall Impression – 10 points; 10%

Are the overall design and materials used appropriate to the location and do they generate an obvious WOW factor?

Innovation: Are new and creative ideas evident in the design, colours, themes, plant selection etc.?

Section B - Environmental Responsibility

30 points; 30%

In this section the judges will be looking for your year-round achievements in 3 key areas:

B1. Natural Environment
B2. Hard Surfaces and Open Grass Areas
B3. Local Identity

Each of these key areas will make up 10% of your overall score and be worth a maximum of 10 points.



Please bear in mind that judges will be considering environmental responsibility across all areas of your campaign so, for example, if you have a fabulous floral display they will also want to know if you have achieved this effect with consideration for the environment. Although this section does outline the key areas of environmental responsibility please bear this important core pillar in mind across all of your Bloom activities and initiatives.

The judges will take account of:

B1. Natural Environment – 10 points; 10%

Biodiversity including the protection and conservation of the natural environment and wildlife habitat. The provision of appropriate wildflower areas, aquatic and if applicable marine conservation sites, bat and bird boxes as well as insect hotels.

Efforts being made to preserve and maintain these areas? Activities to educate the community and encourage them to visit these areas? Activities or plans to re-introduce or restore these areas where they have disappeared or been damaged?

B2. Hard Surfaces and Open Grass Areas – 10 points; 10%

To include car parking areas and garden areas. Hard Surfaces and Open Grass Areas (Including streets and open spaces) To include cleanliness, absence of litter, street weeds, graffiti, flyposting and chewing gum, water conservation and recycling initiatives, hard landscape, open spaces & street furniture maintenance and effective dog fouling control measures.

B3. Local Identity – 10 points; 10%

To include sense of place, heritage, art in the landscape and signage and interpretation. Areas that may be included: Management and development of local heritage and/or identity such as natural heritage, community landmarks/icons, other heritage sites etc.

Section C- Community Participation

30 points; 30%

In this section the judges will be looking for your year-round achievements in 3 key areas:

- C1. Communication and Awareness
- C2. Funding and Support
- C3. Year Round Activity and On-Going Planning

Each of these key areas will make up 10% of your overall score and be worth a maximum of 10 points.

Community participation is crucial to the success and continuity of RHS Yorkshire in Bloom campaigns and judges will consider community participation in all appropriate areas of the campaign's initiatives. For example they will consider whether the entry has engaged the community in responsible resource management or educated them about their initiatives and campaigns activity. Although this section does outline the key areas of community participation, please bear this important core pillar in mind across all of your Bloom activities and initiatives.



The judges will take account of:

C1. Communication and Awareness - 10 points; 10%

Active engagement with the local community both within and outside the immediate area, involving all ages and groups. Communication and media embraced (including social media) in all its forms.

Areas/activities which may be included Development and sustainability of the local bloom initiative and evidence of on-going projects.

C2. Funding and Support- 10 points; 10%

Fundraising and on-going support from a range sources appropriate to the size of the business making it viable and able to continue moving forward. Adequate budgetary provision by the park owners to provide an appropriate standard of maintenance.

C3. Year Round Activity & On-Going Planning- 10 points; 10%

Evidence of forward planning and year round activities highlighting any events that make the entry and business unique and demonstrates the present and future strengths of the entry.

The following show a Judging form and the criteria matrix the judge's uses for all Business & Commercial Categories

Business Judging Criteria and Assessment Forms



Business and Commercial Assessment



 Business and Commercial	Name of Entry				Overall Impression										
	Judges														
Date of Assessment								Total Marks							
MAXIMUM OF 10 POINTS PER SUB SECTION															
A Horticulture 40%	A1		A2		A3		A4								
B Environment 30%	B1		B2		B3										
C Community 30%	C1		C2		C3										
Total Score out of 100				Medal Awarded											
Gold, Excellent 85-100 Points				Silver Gilt, Very Good 75-84 Points				Silver, Good 60-74 Points				Bronze, Satisfactory 50-59 Points			
Judges feedback on areas for consideration															
<ul style="list-style-type: none"> • • • • • • • • • 															

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Business and Commercial Assessment



		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5
A1	Plant Selection Are the plants suited to their growing conditions and location and is there year round interest (where appropriate)?	Excellent plant selection with almost no exceptions and extensive year round interest.	Plant selection overall is very good with only a few exceptions and ample year round interest.	Plant selection is generally good. There is room for improvement in some areas in order to extend year round interest.	Plant selection is satisfactory however it requires further consideration in order to extend the season and maintain interest.
A2	Plant Quality Are the plants vibrant and grown to their full potential? Are they free of all pests and diseases?	Plant quality is excellent and grown to full potential with no evidence of pests and diseases.	Plant quality is very good with few exceptions. There are minimal signs of pests and disease present.	Generally plant quality is good but not consistent. Pest and diseases are present in a few locations. Lack of vigour in some areas.	Plant health and vigour could be improved but are generally satisfactory. Pests and diseases are present in certain areas.
A3	Maintenance of Planted areas Are areas maintained to a high standard including Baskets and troughs, cultivation, weeding, feeding, pruning, grass cutting and edging where appropriate? Tree and shrub maintenance including planting initiatives, if appropriate.	Excellent standards of cultivation. Very consistent throughout. Maintenance and general care is outstanding in all areas.	Standards are very good with few exceptions. Maintenance is managed very well and the results are very consistent.	Standards are good and fairly consistent. There are a few exceptions where further attention is required.	Standards are generally satisfactory. However, the maintenance programme requires further attention to detail in some areas.
A4	Overall Impression Are the overall design and materials used appropriate to the location and do they generate an obvious WOW factor?	Excellent attention to detail delivering the desired results in a most consistent and appropriate manner creating the WOW factor.	Most areas have high impact and very good attention to detail though a few are not compatible. There is a WOW factor. The entry is generally very good.	Good overall effect although not always balanced. Some areas make an impact others need to be more vibrant and embrace better design.	Although satisfactory more attention to detail is required in order to create more impact and design. Limited WOW factor.

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Business and Commercial Assessment



		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5
B1	Natural Environment Biodiversity including the protection and conservation of the natural environment and wildlife habitat, The provision of appropriate wildflower areas, aquatic areas and if applicable bat and bird boxes and insect hotels.	The natural environment is managed to an excellent standard supporting a wide range of flora & fauna, with little improvement required.	The natural environment is managed to a very good standard supporting a wide range of flora & fauna, very little effort would lift it to excellent.	The natural environment is managed to a good standard supporting a wide range of flora & fauna. Requires further work to improve it in places.	The natural environment is managed to a satisfactory standard supporting a wide range of flora & fauna, Needs significant improvement in places.
B2	Hard Surfaces and Open Grass Areas (Including car parking area and garden areas) To include cleanliness, absence of litter, street weeds, graffiti, flyposting and chewing gum, water conservation and recycling initiatives, hard landscape, open spaces & garden furniture maintenance	All areas are cleaned to an excellent standard. Garden furniture including litter bins and seating is in excellent condition. There is effective control of path weeds, no graffiti and flyposting. Excellent evidence of recycling initiatives.	All areas are cleaned to a very good standard. Garden furniture including litter bins and seating is in very good condition. There is very good control of path weeds, very little graffiti and flyposting. Very good evidence of recycling initiatives.	All areas are cleaned to a good standard. Garden furniture including litter bins and seating is in good condition. There is generally good control of path weeds, but evidence of some graffiti and flyposting. Reasonable evidence of recycling initiatives.	All areas are cleaned to a satisfactory standard. Garden furniture including litter bins and seating is in variable condition. There is a lack control of path weeds, and evidence of considerable graffiti and flyposting. Little evidence of recycling initiatives.
B3	Local Identity To include sense of place, heritage, art in the landscape and advertising signage and interpretation.	Extensive evidence of efforts to highlight/enhance the business identity. An excellent impression made about what makes the business unique.	Considerable evidence of efforts to highlight/enhance the business identity. A very good impression made about what makes the business unique.	Some evidence of efforts to highlight/enhance business identity. A good impression made about what makes the business unique.	Little evidence of efforts to highlight/enhance the business identity. A satisfactory impression made about what makes the business unique.

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Business and Commercial Assessment



		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5
C1	Communication & Awareness Apparent both within the reception area and advertising. Communication and media involvement embraced in all its relative forms.	Communication extremely well covered in all its forms, public awareness excellent .	Communication very well covered and Very good public awareness.	Communications good , public awareness of a good standard. A few missed opportunities.	Communications and public awareness is satisfactory . Overall there is room for improvement
C2	Funding & Support On-going support for the bloom initiative appropriate to the size of the entry making it viable and able to continue moving forward.	Excellent level of funding that ensures the viability of the entry into the future. Support in all areas is outstanding and a real strength to the entry.	Very good level of funding that ensures the viability of the entry. Support in all areas is very good and will be sustainable over time.	Good level of funding that ensures the viability of the entry and sustains present projects. Support in all areas is good and, with effort, will be sustainable over time.	Satisfactory level of funding that ensures the viability of the entry and sustains present projects. Support in all areas is satisfactory and fairly sustainable over time.
C3	Year Round Activity & On-Going Planning Evidence of forward planning and year round activity highlighting any events that makes this entry unique and demonstrates the present and future strengths of the entry.	Excellent evidence of all activity taking place throughout the year and of advanced planning.	Very good evidence of all activity taking place throughout the year and of advanced planning giving this entry a real strength.	Good evidence of all activity taking place throughout the year and of advanced planning. The entry is in a good position.	Satisfactory evidence of all activity taking place throughout the year and of advanced planning. The entry is in a satisfactory position.

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The Judging Report

Immediately after your judges have visited, they put together the judge's report using the relevant Judges Report sheet and Matrix as above.

The report will include the Introductory paragraph '**Overall Impression**', plus the '**Judges Feedback on Areas for Consideration**.'

These are the comments that the judges believe would assist the entry in improving and raising the profile of the business as an entry in the campaign. These are constructive suggestions and subjective to the judge's experience and opinion.

Each of the judging criteria is broken down into its component parts and the scores allocated to each are shown. This is a great indicator as to how the judges believe, you the entry, have attained within that scoring matrix.

A Final score shows the medal awarded.

Date of Assessment						Total Marks
MAXIMUM OF 10 POINTS PER SUB SECTION						
A Horticulture 40%	A1	A2	A3	A4		
B Environment 30%	B1	B2	B3			
C Community 30%	C1	C2	C3			
Total Score out of 100						Medal Awarded
Gold, Excellent 85-100 Points						Silver Gilt, Very Good 75-84 Points
Silver, Good 60-74 Points						Bronze, Fair 50-59 Points
Judges feedback on areas for consideration						

Awards of Gold, Silver Gilt, Silver and Bronze Accreditation will be made.

You are provided with a certificate of accreditation and the opportunity to order a plaque to display.



The reports and certification are sent out to all entries following the Award Ceremony in September

Yorkshire in Bloom Awards



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In September RHS Yorkshire in Bloom hold an awards Ceremony where the awards are presented to all entries in each category and also issue Discretionary Awards to winners. Every entry has an invite and can bring four guests. The cost and itinerary will be advised at the time of invitation.



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Award	Standard
Gold Award Score 85 -100%	An Excellent and exceptionally high standard demonstrated throughout. A consistent approach which demonstrates both best practise and sustainable effort. Meets all of the judge's criteria and objectives of RHS Yorkshire in Bloom and scores very highly in each section of the judging criteria.
Silver Gilt Score 75-84%	A Very Good and high standard which Meets the judge's criteria and objectives of RHS Yorkshire in Bloom. Generally meets a sustainable and quality threshold, but these may not be entirely consistent throughout all areas. Offers potential to become a Gold Medal winner in the future.
Silver Score 60-74%	Considered to be a Good and above average entry which meets most of the judge's criteria and objectives of RHS Yorkshire in Bloom. The entry will include more than one section which demonstrates good sustainable standards and potential to progress to a higher award.
Bronze Score 50-59%	A satisfactory and average entry which meets most but not necessarily all of the judging criteria and objectives of RHS Yorkshire in Bloom. The entry will include more than one section which demonstrates satisfactory sustainable standards and potential to progress to a higher award.



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Yorkshire in Bloom

Categories, Entry Fees and Judging Allocation 2019

Please ensure that you check your Electoral Roll carefully (only include the number of adults eligible to vote) and enter the correct category based on the electoral role of your entry and **not your population**. The Electoral Roll can be obtained from your local council (a list of wards included in your entry should be submitted with the entry form). Although the sub-divisions of each category are charged at different amounts the category will be judged altogether rather than each sub-division

	COMMUNITY CATEGORIES	Electoral Roll	ENTRY FEE per judging Visit	JUDGING TIME ALLOCATION
C1	VILLAGES			
	C1a – Small Village	(0-300)	£48	1 hour
	C1b – Village	(301-1000)	£48	1 hour
	C1c - Large Village	(1001-2,500)	£57	1 ½ hours
C2	URBAN COMMUNITY			
	URBAN COMMUNITY An urban community should be a community within a larger conurbation sometimes described as an urban 'village or town'. It should have its own housing, commerce and/or industry and community activity as an integral part of the area i.e. an area with its own 'centre'. An urban community may not have its own Council, or be able to stand alone, but it will have its own 'sense of place'.	(0- 25,000)	£75	2 ½ hours
C3	TOWNS			
	C3a - Small Town	(2,501-6,000)	£66	2 hours
	C3b - Town	(6,001-12,000)	£75	2 ½ hours
	C3c – Large Town	(12,001-35,000)	£84	3 hours
C4	CITIES			
	C4a – Small City	(35,001-100,K)	£93	3 ½ hours
	C4b – City	(100,001 – and over)	£102	4 hours
	C4c - BID/Town/City Centre Only		£75	2 ½ hours
C5	COASTAL COMMUNITIES			
	C5a - COASTAL (12,000 and below)		£75	2½ hours
	C5b - COASTAL (12,001 and above)		£84	Up to 3 hours

C6	PARKS, PUBLIC GARDENS & CEMETERIES Friends of groups for parks, small spaces, cemeteries, churchyards, Hospitals, HM Prisons, Public Buildings and gardens etc.	£33	Up to 1 hour
C7	IT'S YOUR NEIGHBOURHOOD This category is aimed at small, resident led communities just starting out on enhancing their environment using the campaign as a catalyst.	Free	Up to 1 hour
C8	"GROW YOUR COMMUNITY" - Aimed at past entrants and first time entrants	£51	Up to 2 hours
C9	ALLOTMENT SITES	£33	Up to 2 hours
C10	CHARITABLE ESTABLISHMENTS – Including Non for profit entries	£33	Up to 1 hour

BUSINESS & COMMERCIAL CATEGORIES		ENTRY FEE per judging Visit	JUDGING TIME ALLOCATION
	BUSINESS & COMMERCIAL including Public Houses, Guest Houses, Hotels, Restaurants, Businesses, Shopping Centres, Retail Parks, Caravan Sites and Tourist Attractions		
B1	Small Businesses Include Shops/ pubs and restaurants and guest houses	£33	Up to 1 Hour
B2	Medium Businesses Include Small/medium hotels/residential care homes	£33	Up to 1 Hour
B3	Large Businesses Including Large Hotels/Shopping Centres/ Caravan Sites	£51	Up to 2 Hours
B4	Tourist Attractions Including Stately Homes/ Pay on Entry Gardens	£51	Up to 2 Hours
EDUCATION CATEGORIES		ENTRY FEE per judging Visit	JUDGING TIME ALLOCATION
E1	Harrogate Flower Show Young Peoples Award School Inc. after/out of School Clubs/ Learning Centre's This category is open to any school, youth group or group of young people under the age of 18 who have made significant contribution to improving their environment.	£33	Up to 1 Hour
E2	Universities, Colleges and Further Education Establishments Open to all further educational establishments whose grounds are maintained for the benefit of the community	£51	Up to 2 hours



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We are part of RHS Yorkshire in Bloom 2019



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