

RHS Yorkshire in Bloom

Entry Pack 2023

Category C10

Charitable Establishments

-Including Non for profit entries & Supportive Learning



YORKSHIRE

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Having decided to enter Yorkshire in Bloom, what next?

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, or supporters.
- ❖ 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 Charitable Establishments Category is open to all sizes of social enterprise and charitable teaching groups, Hospices, environmental and training service providers. Entry form is available on the Yorkshire in Bloom website www.yorkshireinbloom.co.uk

Category C10



Charitable Establishments -Including Non for profit entries, Hospices, Social Enterprises & Supportive Learning



Participants' Guidance Notes

RHS Yorkshire in Bloom showcases environmental excellence across the region, from the smallest special educational needs group to a productive social enterprise scheme. 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.

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.

It is the role of the assessor/ judge to carry out the assessment using the community assessment sheet as a framework for marking and giving feedback. The time allocation is **up to 1 hour**, and the assessment takes place in the summer judging period in July

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

As with all Yorkshire in Bloom entries the judge will contact the entry to make arrangements for the assessment visit and will check if there are any specific requirements in regard to child protection so that they are prepared in advance.

We do ask the judge to follow the guidance lines from Yorkshire in Bloom Safeguarding policy.

“Your Community, Your destiny, Your reward”

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 may be 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 do the assessors look for?



Core Pillars of RHS Yorkshire in Bloom

Horticultural Achievement

Environmental Responsibility

Community Participation

RHS Yorkshire in Bloom showcases environmental excellence across the region, from the smallest Open Space or Park to Large Cities, 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.

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 on the tour route 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. Sustainability is about ensuring ecological functions, processes, biodiversity and productivity can be maintained and only using resources at a rate at which they can be replenished naturally. You should therefore take into consideration the balance of permanent/sustainable planting vs. seasonal / bedding plants and the timing of displays. New planting: How much new planting has been undertaken on an annual basis? Is there a longer-term plan for the whole area or district etc.?

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

Are areas maintained to a high standard including cultivation, weeding, feeding, pruning, grass cutting and edging where appropriate? Tree management and maintenance including appropriate planting initiatives. Areas that may be included: Residential - Primarily front gardens/gardens in public view. Communal areas - Shared residential & communal spaces Allotments, Public Buildings (grounds of) - includes schools, town halls, libraries, community centres, churches etc. Car parks



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.?

Floral displays are an important element of the RHS Yorkshire 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.

RHS Yorkshire in Bloom has environmental responsibility at its core and the 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, and shopping areas.



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 local 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%

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.

The RHS Yorkshire in Bloom campaign encourages environmentally responsible activities/projects which are designed to improve the areas where we live, work and spend our leisure time. Looking after our environment has become a very important community concern and we are all being encouraged to recycle and use environmentally responsible products and practices wherever and whenever possible. It is the expectation that participants in Britain in Bloom will strive to provide a co-ordinated approach so that all environmental issues are resolved in harmony with each other.



The judges will be looking for local bloom groups to either initiate or actively engage with programmes/activities (as appropriate) which are working towards providing environmental enhancements and which might include:

- Establishing nature conservation and wildlife areas
- Cleaning up polluted sites and appropriate treatment/screening of derelict property or other eyesores
- Active policies to reduce the demand placed on natural resources - e.g. source of water used for plants, use of peat, use of hardwood timber etc.
- Maintaining and preserving natural habitat.
- Minimal use of pesticides and nitrate fertilisers and reducing or eliminating harmful effects on the environment

Interventions, management and development of local heritage (including natural heritage).



Section C - Community Participation

30 points; 30%



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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 local campaign's initiatives. For example they will consider whether the local campaign has engaged the community in responsible resource management or educated them about this important issue or whether they have tried to educate and engage the community with regards to local heritage sites.



The judges will take account of:

C1. Communication and Awareness - 10 points; 10%

Active engagement with the local park users both within and outside the immediate area, involving all ages and groups. Communication and social media embraced 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 entry 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 to raise awareness and raise funds for the park, garden or cemetery. Active engagement with any groups demonstrating good partnership working.



What is assessed?

Has the entry campaign made efforts to engage and secure support from local government, the commercial/corporate sector and local businesses?

Have there been activities to raise support and/or funds from the general public?

Has sufficient support been secured to ensure the campaign is able to deliver its objectives?

Is there a plan of action to secure sufficient continuing support for the development and on-going projects of the campaign?

RHS Yorkshire in Bloom is a proactive campaign of communities creating long-term improvements to their local environment. As such it is expected that a diverse range of community members will be involved in the campaign and that there will be broad based public awareness and support. Focusing on community participation may require some local authorities and public bodies involved to in driving local bloom initiatives to take on the role of enabler or advisor to generate that participation.

RHS Yorkshire in Bloom's positioning as a community improvement and environmentally responsible campaign means that the judges will want to see how finalists intend to continue to develop their programme. Furthermore, RHS Yorkshire in Bloom is not just about spring and summer floral displays; it is about a year-round programme of activity to improve, enhance and maintain the environment around us and keep the community actively engaged in keeping things at their best.

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, and 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.

The above are just some things the judge may look out for during their visit, but their most important element **is to provide support**. This can be done by way of advice at the time or later in the assessment feedback.

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,							
Judges feedback on areas for consideration							

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

 YORKSHIRE Community Assessment	Name of Entry						Overall Impression	
	Judges							
Date of Assessment						Total Marks		
Category <i>(Indicate appropriate category)</i>								
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			

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

		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5
A1	<u>Plant Selection</u> 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	<u>Plant Quality</u> 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	<u>Maintenance of Planted areas</u> Are areas maintained to a high standard including cultivation, weeding, feeding, pruning, grass cutting and edging where appropriate? Tree management and maintenance including appropriate planting initiatives.	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	<u>Overall Impression</u> 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.

		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5
B1	<p><u>Natural Environment</u> Biodiversity including the protection and conservation of the natural environment and wildlife habitat. The provision of appropriate wildflower areas, aquatic if applicable conservation sites, bat and bird boxes as well as insect hotels.</p>	<p>The natural environment is managed to an excellent standard supporting a wide range of flora & fauna, with little improvement required.</p>	<p>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.</p>	<p>The natural environment is managed to a good standard supporting a wide range of flora & fauna. Requires further work to improve it in places.</p>	<p>The natural environment is managed to a satisfactory standard supporting a wide range of flora & fauna, Needs significant improvement in places.</p>
B2	<p><u>Hard Surfaces and Open Grass Areas</u> (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.</p>	<p>All areas are cleaned to an excellent standard. Street furniture including litter bins and seating is in excellent condition. There is effective control of street weeds, no graffiti and flyposting. Excellent evidence of recycling initiatives.</p>	<p>All areas are cleaned to a very good standard. Street furniture including litter bins and seating is in very good condition. There is very good control of street weeds, very little graffiti and flyposting. Very good evidence of recycling initiatives.</p>	<p>All areas are cleaned to a good standard. Street furniture including litter bins and seating is in good condition. There is generally good control of street weeds, but evidence of some graffiti and flyposting. Reasonable evidence of recycling initiatives.</p>	<p>All areas are cleaned to a satisfactory standard. Street furniture including litter bins and seating is in variable condition. There is a lack control of street weeds, and evidence of considerable graffiti and flyposting. Little evidence of recycling initiatives.</p>

B3	Local Identity To include sense of place, heritage, art in the landscape and signage and interpretation.	Extensive evidence of efforts to highlight/enhance local identity. An excellent impression made about what makes the area unique.	Considerable evidence of efforts to highlight/enhance local identity. A very good impression made about what makes the area unique.	Some evidence of efforts to highlight/enhance local identity. A good impression made about what makes the area unique.	Little evidence of efforts to highlight/enhance local identity. A satisfactory impression made about what makes the area unique.
		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5
C1	Communication & Awareness Active both within the immediate area and regionally involving all ages and groups. Communication and media involvement embraced in all its relative forms.	Communication extremely well covered. Community participation outstanding. Public awareness excellent .	Communication very well covered. Very good community participation and public awareness.	Communications good . Community participation and public awareness of a good standard. A few missed opportunities.	Communications and public awareness is satisfactory . Community participation is limited. Overall there is room for improvement
C2	Funding & Support Fundraising and on-going support from a range of businesses and organisations 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 strengths of the entry.	Excellent evidence of all activity taking place throughout the year and of advanced planning. The annual programme of activity is exceptional.	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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We are Part of

RHS Yorkshire in Bloom

2023

