


Business and Commercial Assessment



 YORKSHIRE 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								
<i>Judges feedback on areas for consideration</i>								

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		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 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	<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.

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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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C1	<u>Communication & Awareness</u> 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	<u>Funding & Support</u> 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	<u>Year Round Activity & On-Going Planning</u> 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.

Should any element through no fault of the Business be absent then use an average mark for that element only (average in most cases will be within 7-6) if the element is inappropriate to the Business do not mention it in the feedback.