

Congratulations to everyone entering the 2010 East Midlands in Bloom Competition!

East Midlands in Bloom is the regional competition of 'Britain in Bloom' and has been running for approximately 35 years. The campaign focuses on the three RHS core pillars of horticultural achievement, environmental responsibility and community participation. EMiB have a dedicated team of committee members and judges who give up their time voluntarily to assist with 'In Bloom' events. All are highly experienced in horticulture and are available for a free advisory visit which can be arranged by contacting us.

East Midlands in Bloom will have a Seminar on 16th February 2011 which will be held at the Strutts Centre, Belper Derbyshire to which everyone is welcome to attend. More details will be available on our website: www.eastmidlandsinbloom.co.uk and through our annual mailshot which will be sent out later in the year. Please get in touch if you wish to be added to our mailing list.

The Committee and Judges thank you for making superb efforts to the 'In Bloom' Campaign this year and wish you all the best in 2011.

CRITERIA

SECTION A Horticultural Achievement 50% of total marks

SECTION B Environmental Responsibility 25% of total marks

SECTION C Community Participation 25% of total marks

CATEGORY AWARDS

There are five grades of award:-

1. Gold – marks 85% & above (170- 200 points) Outstanding

This is awarded to exceptional achievers who have demonstrated a consistently high standard in all areas of the judging criteria and objectives of Britain in Bloom

2. Silver Gilt - 75-84% (150-169 points) Very Good

This is awarded to an entrant who has met the judging criteria and objectives with a very high standard throughout, and has in one or more areas been exceptionally thorough. This award has the potential to achieve a Gold Award in the future.

3. Silver – 60-74% (120-149 points) Good

This award is for an above average entry, and has met most of the judging criteria and objectives for Britain in Bloom and has displayed the potential to progress to Silver Gilt Award

4. Bronze – 50-59% (100 – 119 points) Average

This is a commendable entry meeting the sustainable standards required, and has the potential to progress to Silver Award.

5. Certificate of Achievement – 0-49% (0-99 points) Fair

This is a fair entry aiming to meet the sustainable standards required, and has the potential to progress to Bronze Award.

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SMALL CITY

Electoral population 35,001-100,000

General Comments

This year we had five excellent entries in the small city category (Grimsby, Loughborough, Lincoln, Oadby and Wigston and Chesterfield). The Judges saw increased floral displays, newly created landscaping schemes, most importantly increased community and business involvement.

Entrants used lots of innovation to impress the judges during their tours, with a taxi fleet in local Bloom livery, Garden Gnomes playing on a miniature football pitch, a 14 tonne iron large bell casing awaiting a permanent home, a river trip on a pleasure cruiser, meeting a horse drawn cart and grasping a basic understanding of both the Fibonacci code and the Golden ratio.

An increasing trend was also noted, with the establishment of wild flower plantings on large traffic islands. This was undertaken with the necessary Highways approval, and maintained to ensure good visibility for both drivers and of course wildlife.

What was also equally gratifying was that every entrant had a number of positive plans and ideas for further improvements next year, despite the pending economic gloom.

The Judges would also like to congratulate each of the hard working Local Bloom Coordinator's for organising five pleasurable and interesting judging routes, without the hindrance of any rain.

Judges – Debbie Scott and Peter Benham

OADBY & WIGSTON: Gold Award and Category Winner – 171 points

Judged on 13th July

***Judges Award: For all the members of Busy B's in recognition of their hard work to plant, water and maintain floral features to a high standard**

Oadby & Wigston is on the edge of Leicester City, yet as the judging tour revealed there are a number of hidden gems in the Borough including Brocks Hill Environmental Centre with a range of natural habitats, to the University Botanical Gardens with more formal gardens. Residents have also been encouraged to claim their open spaces as demonstrated at Wickham Road, Cannon Close and Hill Way. New plantings have been created and these are maintained to high standards. Participation in horticultural activities was also shown, from traditional allotments, to a school garden at Brocks Hill Primary School where children tend a wide range of vegetables and fruit, to the Busy B's who produce plants and maintain floral displays.

The judges were particularly impressed by:

SECTION A

- There were a number of examples where residents who have taken ownership of their open spaces as Friends of Parks, and homeowners this was very encouraging to see and it is hoped that the process can be expanded.
- The Brocks Hill School Project to encourage more children to grow plants and observe nature is an excellent example for all schools to emulate.
- The Brocks Hill Park Environmental Centre is a great resource on the doorstep to appreciate the many facets of the Countryside and is complimented by the more formal grounds of Leicester Botanical Gardens.

SECTION B

- Areas of Achievement: The rule that all Allotments sheds should have a gutter and water butt to harvest rainwater is a good initiative. The site already has deliveries of leaf sweepings and a compost toilet installed.
- The overall impression of the streets is that the furniture is well maintained, litter free and is a credit to the dedicated members of staff patrolling each area.

SECTION C

- There were some very good examples of community engagement relating to local green space and the ideal of growing your own. Each group also had plans of what they wanted to achieve in future years.
- During the year the Bloom has generated a good quantity of publicity and support.

- The visual presentation to the Judges was very good, with photographs showing the depth of the work that the Pride In the Borough Group has undertaken throughout the year.

Areas suggested for future development:

SECTION A

- The future of the Busy Bs project was unsure during our visit and we do hope this will continue as it offers a great opportunity for individuals in the community to receive the recognition they deserve, and provides a pleasant and clean local environment.

SECTION B

- The Memorial Gardens had some important local features centred on the World Wars. However the route and the area could have more focus on celebrating local heritage and any former industry of the area.
- A more detailed visit of the natural areas in Borough would be useful to physically see an area at close quarters and the work that is being undertaken to improve habitats and Biodiversity.
- At the Peace Park there is scope to record and publicise the Bird and Insect sightings, which may encourage residents to visit and could support events such as a Dawn Chorus Walk.

SECTION C

- It was difficult to gauge the support received from local businesses for the Bloom as many of the baskets appear to have been provided by the Council. It is appreciated the economic situation however if the area is attractive and pleasant then more people will come and shop improving the vibrancy of the area.
- During the tour there appeared to be few activities to engage with the youth of the Borough, Students from the University, Parents and Members from minority groups.

A=85 B=43 C=43 TOTAL 171

GRIMSBY: Silver Gilt Award – 163 points

Judged on 6th July

***Judges Award: For the maintenance and floral displays at the Abbeygate Shopping Area, creating a very pleasant environment to both shop and relax**

Last year Grimsby entered the competition with a Gold winning entry. This year with an almost new route was chosen allowing other features and organisations to showcase their work to the regional judges. The Bloom here is more than flowers with all members of the community participating. Local competitions include cucurbits, wheelbarrow gardens, painted spoons, poems and limericks. A Taxi company sports Bloom Livery and has taken elderly residents on free tours of the Bloom route. Some Lamp posts have mysteriously had painted flowers appear at their base and in World Cup year a mini football pitch for gnomes was created by the Dads of a local school. During the visit it was very clear that there was strong enthusiasm and support to undertake projects in the area.

The judges were particularly impressed by:

SECTION A

- The balance of seasonal and permanent planting is about right.

SECTION B

- There are a number of sites where conservation and biodiversity management is taking place however it would be very good to see one of these areas in more detail.
- Recycling is taking place including the varied use of the famous Grimsby polystyrene fish box.
- A number of Arts projects highlighted good links with the Local Heritage.

SECTION C

- The community participation in Grimsby was exceptional with all member of the community having the opportunity to participate in a variety of activities.
- Support from the Grimsby Telegraph is very positive to communicate the local Bloom message.

- The Council and agencies have supported and encouraged groups to be involved by providing resources, and overcoming local issues that sometimes cause slow progress.
- Everyone we met had a feeling of achievement and had future ambitions to improve Grimsby.

Areas suggested for future development:

SECTION A

- Some of the displays could have more co-ordinated colours.
- A number of the sites visited were not visible or could be accessed by the public.
- The maintenance standards and quality of the plants could be improved
- There are still a number of businesses that need to be encouraged.

SECTION B

- There was evidence of cigarette litter, fly posting and bottle tops particularly in the shopping and central areas.
- A street furniture audit to maintain and paint benches, posts should be undertaken and acted upon.
- Recycled composts from local collections should be used more in projects, it is understood some of the compost is of BSI Pas 100 standard.

SECTION C

- There is opportunity for more businesses to be involved in the competition, some such as Cable Taxis, Grimsby Telegraph and Abbeygate are to be commended for their involvement.

A=79 B=38 C=46 TOTAL 163

LOUGHBOROUGH: Silver Gilt Award – 159 points

Judged on 6th July

♥T & D Randalls Award for the Least Littered Environment

***Judges Award:** Loughborough – For the members of Thorpe Acre Residents Association, who have enthusiastically carried out improvements, planting and care of their local Green

Loughborough in Bloom has improved since last year with the continued publicity and support from the Loughborough Echo. The judges were able to see additional floral displays and strong neighbourhood participation. The judges were also very impressed at the cleanliness of the area and the support for the Bloom from the University, County Council, Town Centre Partnership, Community Groups and individuals in maintaining Loughborough.

The judges were particularly impressed by:

SECTION A

- There was a large increase in the number of hanging baskets displays along the route where the colour scheme used gave a strong feeling of continuity.
- The tour included two allotments sites at Lodge Farm and Mountfields both showed community involvement projects in helping integrate all members of the community to enjoy the social, work and leisure opportunities through gardening.
- The University and the Hospital are key supporters of Loughborough in Bloom with permanent and seasonal displays.
- Queens Park having received lottery funded has a number newly planted areas such as the Arid and Children's Garden, which as they develop should prove to be important attractive features in the park.

SECTION B

- Charnwood Water, Pignut Spinney and the newly sown wildflower meadow on a traffic island Epinal Way showed how areas of the Borough were being managed for the benefits of wildlife,
- Throughout the visit there was minimal evidence of litter, graffiti, fly posting and dog fouling. The street cleansing and maintenance of street furniture was very good.

- In a number of areas the heritage of Loughborough was celebrated, from Thorpe Acre Green and the new interpretation board, Chapman Street project and the wooden casting die, All Saints Parish Church and the newly landscaped church yard, together with the Great Bell Casing in the market place awaiting a permanent home and Queens Park which has the impressive Carillon Tower. All these features are important to residents providing a sense of place and pride in the community.

SECTION C

- The Chapman Street Project and Thorpe Acre Green are notable examples where the local community are taking responsibility for their environment. Both community groups are planning to extend their activities to encourage others to participate and take on new projects.
- With training camps for Great Britain and Japan to be situated at Loughborough University for the Olympics 2012 there are future plans to focus on new projects and schemes to assist in maximise the benefits to the area from this event.
- The Council is very proactive in encouraging groups to participate, providing pump prime funding and a number of local businesses have also given goods in kind to assist.
- The increased efforts made by the Town Centre Partnership using banners and the support of the Loughborough Echo through regularly weekly articles are acknowledged.

Areas suggested for future development:

SECTION A

- It would be good to see more businesses being directly involved with the Bloom, which would add to the economy vibrancy and attractiveness of the area.
- Verge maintenance could be improved although it is appreciated that this is not in the Borough's control.

SECTION B

- Some additional directional and interpretational signage at Pignut Spinney would be useful to direct visitors and enhance their knowledge.
- It would be good to see that the recycled compost is finding its way back to assist in community projects.
- Improvements to the surfacing of the paths in parts of Queens Park.
- Improved maintenance of the Cemetery railings and A6 frontage.

SECTION C

- The establishment of Friends Groups for example Queens Park and Charnwood Water would ensure more of a sense of community support and ownership.
- Whilst schools have been involved with projects it would have been good to see more evidence of their involvement.
- More business premises and individual residents could be involved with the Bloom, which should progressively increase through competitions, publicity and local networking.
- A short presentation and guide through the very well prepared portfolio focusing on the previous year's achievements prior to the tour would help.

A=82 B=43 C=34 TOTAL 159

CHESTERFIELD: Silver Gilt Award – 155 points

Judged on 16th July

***Judges Award: For the Floral Banner initiative, as an excellent way of actively linking younger children with environmental issues, and promoting the local bloom competition**

Chesterfield has a number of new regeneration projects which were shown to judges on the tour these included a new superstore, the building of a new hotel, the opening of the Fair Play centre, a new football ground and plans to refurbish the market hall. The authority is also looking to attract tourists as day visitors to visit the shopping areas, explore its history and enjoy its thriving market. Attractive floral displays and improved environmental standards will undoubtedly assist in supporting this aim. The community are determined to improve their local environment and this was seen across the ages from school children growing crops to residents

maintaining open spaces and their own properties. The Bloom locally is still evolving, there are still issues to tackle however good progress has been made and there is plenty of evidence that support will continue to grow in the future years.

The judges were particularly impressed by:

SECTION A

- A wild flower seed mixture has been established in a number of areas.
- The quality of the Herbaceous planting in Queen's Park was a high standard.
- The judges were impressed with the commitment of residents to maintain beds around the trees at Pevensey Gardens and in particular to mow the open space with their mowers. Money was raised and the appropriate indemnity insurance was also arranged.
- Holmebrook Valley Park an ex open cast mine has been developed as an important area for nature and recreation pursuits. There is possible potential to provide a future environmental education centre on site.

SECTION B

- A number of public buildings on the tour have energy saving PV and solar panels example Fairplay centre.
- Allotment plot holders use water harvested from shed roofs,
- Initiatives such as yellow pages collections at schools and community involvement in the big tidy up assists in recycling and maintaining a cleaner environment.
- The Council have also been recognised as finalists in the MJ Sustainability Awards for their continued environmental efforts.
- It is understood that officer have been proactive with enforcement and a number of fixed penalty notices have been issued.

SECTION C

- The local competition is clearly gaining interest and momentum.
- Publicity banners by designed children are very useful engagement tool with the community.
- There is a very good relationship between members and officers, and the portfolio holder is very supportive of the competition.
- The work that the teaching staff undertakes with the pupils at the Spire Infants School encouraging gardening and environmental awareness is exemplary.

Areas suggested for future development:

SECTION A

- Encourage more businesses involvement in the Bloom by improving their own premises as well as sponsoring floral displays. At present only a few businesses are actively involved.

SECTION B

- Interpretation boards could be installed at Holmebrook Valley Park to encourage a greater understanding the management of this natural area.
- The bridge handrail needs painting, between Queens Park and the shopping area. It is appreciated that the bridge is not in Council control, however the flaking paint reflects badly on the appearance of the Green Flag park.
- Plan the judging route to try to avoid vacant premises and unkempt temporary car parks.

SECTION C

- There needs to a greater community involvement in the decision making process for the Bloom, at present the Bloom is solely reliant on the Council to deliver, rather than a Bloom committee of key community representatives.
- A stronger working relationship needs to be made with County Council.
- Also there is limited evidence of how projects engage with youth and parents in the community.

A=80 B=37 C=38

TOTAL 155

LINCOLN: Silver Award – 141 points

Judged on 15th July 2010

***Judges Award: For Lincoln Business Improvement Group for their efforts to improve the environment and vibrancy of the central shopping areas, with additional floral displays and high maintenance standards**

Lincoln has great potential to be a floral and environmental City. It has large areas of commons and green spaces and a number of excellent environmental initiatives. The Cathedral and historic buildings also add to the attractions and character of this historic City. The Business Improvement Group has done much to improve the commercial heart of the City for residents, students and visitors. It is also very supportive of Lincoln in Bloom and has in recent years made improvements to attract more shoppers and regenerate local business.

The judges were particularly impressed by:

SECTION A

- The numbers and the quality of the baskets in the Business / Area had improved since last year's visit; however this was concentrated to the central shopping area.
- The efforts of the Business Improvement Group to encourage traders and help improve the entry
- The Arboretum and the two Country Parks offer an important opportunity for residents and visitors to relax and learn about the local environment. This is recognised through two Green Flags.

SECTION B

- There were a number of good examples such as Bailgate where the hard landscaping that has been recently improved.
- The cleanliness and environmental quality of the street scene particular around the shopping areas is a high standard. Gum and cigarette disposal at St Marks Retail Park. The use of wardens and the urban rangers actively reduces the amounts of litter and vandalism around the City.
- The City has many examples of its local heritage and public art, which are interpreted, conserved and maintained.
- New interpretation boards, new pond at Birchwood Country Park and Sensory garden at Hartsholm Country Park.

SECTION C

- The Business Improvement Group has done a great deal of work to attract shoppers and the night-time economy to the City Centre. They have greatly assisted in maintaining the economic viability of the City, gained funding to support the bloom and have plans to improve the appearance of the City Centre.
- There are a number of ongoing projects for improving commercial hanging basket sales, developing, St Paul's Church well, enhancing play and protecting open spaces.
- The partnership with Cory and Continental Landscapes was very evident, with both organisations sponsoring and supporting the campaign.

Areas suggested for future development:

SECTION A

- The floral features adjacent to the entrances to the Cathedral along with the tourist information office could be improved. The Cathedral is probably the main visitor attraction of the City to visitors and should therefore act as the main focus to promote the image of Lincoln.
- Apart from a visit to the best allotment plot and a church frontage there were few examples of residential and local community effort. The judges could have viewed the Cathedral grounds, seen a school garden and been shown entries in the local bloom competition. Alternatively it could have been a project, which a community group is delivering.

SECTION B

- The Council delivers conservation and bio diversity projects. This work is organised by the commons warden and the country park rangers to improve and maintain natural habitats. This work is very important in making all members of the community from school children to elderly residents understand and value the environment. Further outreach work to link into schools and open spaces is needed to gain more ownership, involvement, respect and appreciation of the natural areas around Lincoln.
- Recycled compost from collections could be used on new projects and for improving allotments.

SECTION C

- There should be more community engagement with the judges meeting more active representative from the local community friends, and voluntary groups, allowing them to showcase their work.
- Community involvement is extremely important, as the key organisations cannot provide and deliver everything for the community and local ownership is key to success.
- The use of established community groups and some local project pump priming funding/ external grants can support corporate aims, build pride into local areas, increase community cohesion and establish additional facilities at reduced capital / operational costs.
- It is also felt that the Lincoln in Bloom branding is not publicised widely enough yet and could be more tied into events at the Country parks and other activities across the City. Good publicity and coverage is essential to gain community buy into the campaign. Perhaps a stronger brand to encourage the community to take pride in their City and highlight the many improvements in the City might be considered.

A=74 B=39 C=28

TOTAL 141

CITY

Electoral population 100,001-200,000

Judges: Doug Stacey and Sharon Thomas

NORTHAMPTON: Gold Medal Award – 172 points

Judged on 15th July

♥ East Midlands in Bloom Committee Award - Choices Community Group

***Judges Award: Northampton – For the Dedication of the Friends Group to Delapre Abbey**

The judges were warmly welcomed, introduced to key contributors to the Bloom and were then given an exhaustive tour of the town; the judges were shown relevant high quality projects which matched the judging criteria. Over all the judges were left with an impression of great enthusiasm and support for the campaign, and a sense that increasingly large groups of the community are participating very effectively. From previous visits it was evident that very significant improvements had been accomplished. This is benefitting both environmental quality and community cohesion.

The judges were particularly impressed by:

SECTION A

- The seasonal planting was of very good quality and the themed displays of colour were admired.
- The judges were particularly impressed with the quality improvement projects at Abington Park and Delapre Abbey Park, made possible by the Choices Community Group, Moulton College and the Friends of Delapre Abbey Park.
- The grounds of St Andrews Hospital were considered to be outstandingly good.
- The landscape design and maintenance of The Lakes Business area is excellent and appropriate.
- The judges appreciated the scale of tree cover in the town and the mature specimens in parks.

SECTION B

- The judges greatly admired the enterprise and commitment of the Bradlaugh Fields volunteers, and the excellent environmental education at Abington Vale Primary School.
- Impressive hard landscaping and quality street furniture in the town centre was further enhanced by the lovely flowers and remarkable art in the landscape (such a surprise to see so many lions in Northampton, but a roaring success!)
- Considering the size and busyness of the town, the wet and blustery conditions when judged, a very good standard of cleanliness was evident.

SECTION C

- The development and sustainability of the Northampton campaign is greatly enhanced by the excellent partnerships developing with countless community groups, not least the Town Centre Partnership, the Friends of Delapre Abbey Park, Bradlaugh Fields, Abington Park and neighbourhoods etc.
- Very good liaison exists with the media and good partnerships with local schools.
- The judges were encouraged by the sense of greatly increasing community participation year on year, which augurs well for the local campaign.

Areas suggested for future development:

SECTION A

- Explore ways of encouraging greater participation in the Northampton in Bloom competition.

- Increase the level of interpretation in parks to add interest for visitors e.g. Moulton College flower bed and the Rose garden at Abington Park and several features at Delapre Abbey.
- A certain amount of verge shrub areas would benefit from the filling of gaps and pruning that maintain the characteristic shape of the shrub.

SECTION B

- Very minor incidence of graffiti and weeds in gutters were noticed which need to be snagged before future judgings.
- At future judgings consider arranging for Nature/Wildlife Trust representatives to be available at appropriate sites.

SECTION C

- Continue to encourage more neighbourhoods and schools to be involved now that there are good showcases available locally.
- This section is very strong so ensure that the effort is sustained and improved yet further.

A=84 B=43 C=45

TOTAL 172

COASTAL RESORT

Electoral population Up to 12,000

General Comments

This year the Coastal Resorts (Small) category, are pleased to welcome newcomer Skegness and congratulate Mablethorpe with their entry into the National Britain in Bloom Competition this year. There have actually been three coastal entrants this year – a first for our region – but of course Cleethorpes (Large Coastal, Electoral population 12,001 and over) are in our regional Champion of Champions category this year.

Judges: Jeff Bates, Alan Fletcher and Irene Bates

MABLETHORPE: Silver Award and Category Winner – 148 points

Judged on 7th July

***Judges Award: Mablethorpe – environmental work and education at Holivans Caravan Park**

Despite a doubtful weather forecast, the judges enjoyed a pleasing afternoon on the East Lindsey Coast, accompanied throughout an extensive tour by Val Corkell (Chair of Mablethorpe in Bloom), Irene Daw and Jenny Cooper (Town Clerk), and also a mermaid, the town's symbol. We were very pleased with the development of the Bloom in the town over the past two years since it's 're-entry', with the strength of community awareness and enthusiasm being noted.

Judges: Jeff Bates, Alan Fletcher and Irene Bates

The judges were particularly impressed by:

SECTION A

- The Pullover Gardens, as always, are a bright and cheerful feature – though the late season, sand and extreme drought have delayed the establishment of the plants somewhat. Attractive displays of containers were seen at the Beck pub, and along Stanley Road in front of the Health Centre, library etc. The planting at Linkage Green was stunning, carried out by Graham with his team of students with additional learning needs. The permanent planting of Kniphofia and Lavender was a high-impact, low-maintenance feature prominently placed at the bottom entrance to Seaview, and the 'town entrance' adjacent to – and maintained by – the owner of the Cross B&B / caravan park is an excellent development. (The garden at the Cross and at Wold View also deserve particular mention).

SECTION B

- The Seal Sanctuary is most impressive, and includes so much more than its' name suggests. We were also inspired by the commitment and enthusiasm of Kelly Rowland to develop wildflower areas, natural habitats and 'wildlife education' at Holivans caravan park – superb work!
- The interpretation board on the links to Alfred Lord Tennyson at Seaview was good, and also the sculpture of the mermaid and dolphin at the Pullover; we were pleased that you have not let the initial vandalism put you off. The 'Bathing Beauties', mermaid art and beach hut designs are all good examples of art in the landscape.

SECTION C

- We really were enthused by the progress in this section of the Bloom campaign, where the much greater participation is welcomed. The obvious pride that you all have in your town is truly heartening, with the extensive involvement of the business community and the established links with Town and East Lindsey District Council a real strength.

Areas suggested for future development:

SECTION A

- Try to establish the main bedding and containers a little earlier; the full heat of summer has delayed the ability of plants to develop and progress.
- Encourage more pubs, guest-houses and businesses to get involved with the Bloom, and continue to extend the civic pride initiative to get more streets to be 'on show' with their domestic gardens.
- Weeds were noted in prominent areas of borders around the town, detracting from the quality of the displays.
- Given the success of the permanent planting at Seaview – see above – you may wish to further develop this style of planting into other areas where appropriate; it manages to be both very colourful, low maintenance and cost effective, as well as tolerant of the coastal situation.

SECTION B

- Continue to work to reduce the levels of weed in gutters, fly-posting on lamp-posts and graffiti on various areas; there is also a significant problem with dog-fouling on areas of open grassland.
- It would be useful to increase the extent of mulching of planted borders, both for weed control and minimisation of water use.

SECTION C

- Work on the route, to maximise the distinctive areas visited on the tour; some aspects could be completely cut out (e.g. the Haven park) whilst others should be extended (Holivans). It would also be helpful to include a school or other aspect that clearly shows direct involvement of young people. If possible, also visit the allotments, rather than just have a (splendid!) display of their produce
- Continue to encourage the interest of the local press in your work
- Develop the portfolio, along the lines discussed in the immediate feedback, to be a vehicle for explaining clearly the year-round campaign and the wide range of activities that you undertake.

A=73 B=37 C38 TOTAL 148

SKEGNESS: Bronze Award – 116 points

Judged on 7th July

***Judges Award: Skegness - floral features on the seafront, notably the Compass Gardens**

Skegness lived up to its catch phrase on the warm July morning when the judging took place, Skegness was certainly bracing. Accompanied by Graham Sleaford and members of the street scene management team the pedestrian tour took us through the seafront and foreshore gardens. Many interesting features were observed which involved good Horticultural achievement and Environmental responsibility this will provide the foundation on which to build future entries.

Judges: Jeff Bates, Alan Fletcher and Irene Bates

The judges were particularly impressed by:

SECTION A

- Good examples of seasonal bedding were identified throughout the judging route which had been planted by the in-house team. Areas around Panda's Palace and Tower Esplanade were very colourful as were the rose gardens fronting the bowling greens and neighbouring the compass gardens. Special mention should go to the business

involvement, the Arnold Palmer putting green and the Jolly Roger Adventure Golf which were both of an excellent standard. The involvement by some hotels needs promoting, highlighting The Chatsworth and Savoy hotels which displayed beautiful floral baskets as did the Litten Tree public bar.

SECTION B

- The potential for the north sand hills are tremendous with opportunities to develop this area as a natural wildlife area which could be adopted and managed in partnership with a local wildlife group. The area is ideally located for educational purpose for both residents and visitors to the resort. Generally the resort was very clean and tidy spoilt only by pockets of graffiti.

SECTION C

- Although very little was evidenced in this section there are numerous quick wins for future entries. Look what you have on your doorstep, what is happening within the schools, community groups and local allotment societies. Contact your local press and radio station or any local community news letters that are distributed to promote Skegness In Bloom and get the message across to the local residents and businesses. Hotels are already displaying baskets and planters, build on that and try to get a representative on board the In Bloom committee.
- We certainly had a very enjoyable visit to Skegness and look forward to your future entries within the East Midland in Bloom competition.

Areas suggested for future development:

SECTION A

- Look at alternative sustainable planting which provides all year round interest and colour, a good example of which was seen within the Compass Gardens. This would free up resources to concentrate on the routine maintenance programmes within both the seasonal bedding and rose gardens.

SECTION B

- The north sand hills would benefit from interpretation boards explaining the history of the area and the flora and fauna found within. Look at partnership working to develop a management plan for this area to secure funding and setting achievable targets.
- Within the resort gardens a good quality mulch could be introduced within the sustainable planting to assist water retention and deter weed growth.

SECTION C

- Unfortunately this is the biggest hurdle you will have to overcome. We could relate to the concerns as Cleethorpes was in the very same position 6 or 7 years ago. Forming a committee, building bridges with town councils, encouraging businesses and community groups then working towards the same goal. Whoever takes the reins will need support and guidance but we can assure you that the benefits to the area are unbelievable in terms of visitors, investment, civic pride and property value. Once a team is built you will see year on year improvements, your foundations for this are in place.

A=73 B=34 C9

TOTAL 116

URBAN COMMUNITY

Electoral population 2,501 and over

General Comments

There were just two entries in Urban Communities during 2010. A new entry was judged from Bilborough & Strelley which was an evolution from a Neighbourhood award from a previous year. Unfortunately very wet weather accompanied the judges on both tours; nevertheless the enthusiasm and professionalism shone through and enabled the judges to see the real contributions being made by the Bloom throughout these communities.

Judges – Richard Stephen and Martin Latimer

BILBOROUGH and STRELLEY: Silver Award and category Winner – 131 points

Judged on 12th July

***Judges Award: Bilborough and Strelley - The Towle Memorial Garden**

This is Bilborough & Strelley's first venture into the 'Town's' category of East Midlands in Bloom following a successful 'Neighbourhood' entry last year. A strong entry was submitted by the enthusiastic steering group comprising of members of the City Council, Housing Association and local residents. An interesting tour was not marred by the poor weather conditions.

The judges were particularly impressed by:

SECTION A

- Towle Memorial Garden was particularly attractive and a delight to take refreshments in.
- Excellent new landscaping & spring planting around Flamsteed Road shops.
- Some very good landscaping and planting schemes at Seagrave Eco - School.
- A 3rd Green Flag award had been gained at Strelley Rec.

SECTION B

- Strelley Rec Wildflower area was breathtaking.
- Wildlife friendly planting throughout the tour particularly on housing areas.
- Innovative 'Poover' working in the area.
- Impressive street scene achieved throughout the tour.

SECTION C

- Good to see 'Press Photographer' from Nottingham Evening Post on the tour.
- Well produced and informative portfolio.
- Good work with local schools.

Areas suggested for future development:

SECTION A

- On a future tour try to include the grounds of a local churchyard / cemetery.
- Encourage more businesses, retailers, pubs etc to contribute florally to support your entry.

SECTION B

- Consider Wildflower interpretation boards in Strelley Rec and other relevant locations.
- Build on / express more about the Heritage of the entry. eg. Blacksmiths Forge & Mining Theme

SECTION C

- Show more evidence of all year round events and activities.
- Pursue Westleigh Road Community Garden scheme.

A=62 B=35 C=34

TOTAL 131

LITTLEOVER: Silver Award – 120 points

Judged on 12th July

***Judges Award: Littleover – The Rosehill Memorial Recreation Ground**

Littleover is a pleasant residential community on the edge of Derby. We were greeted by members of the 'Bloom' committee at the Grange Hall Community Centre. Unfortunately the weather was a little disappointing but it didn't dampen the enthusiasm of those volunteers and businesses encountered on the tour.

The judges were particularly impressed by:

SECTION A

- An interesting variety of planters & floral content shown throughout the tour.
- Portfolio showed that Littleover had a good Spring Bulb Campaign.
- Well maintained floral displays and allotments at Rosehill Memorial Recreation ground.
- A range of good plots were on display at the Littleover Allotment Association site.

SECTION B

- Littleover Community School, innovative verge tyre planting project implemented by 6th formers
- Good retail 'Window Dressing' competition on a Recycled Theme.

SECTION C

- Attendance of Derby Evening Telegraph photographer.
- Good community involvement across all age groups and organisations.
- The use of the Littleover in Bloom banner to promote the competition.
- Good presentation by Jan Jackson supported by DVD Photographic display.

Areas suggested for future development:

SECTION A

- Try to engage more 'pubs' & 'hotels' to contribute florally to the community entry.
- Try to increase greater retail (shops & businesses) contribution.
- Additional tree planting on roadsides or open spaces would greatly enhance the entry.
- The tour would benefit from visiting Derwent Housing Association grounds & landscaped areas.

SECTION B

- Consider establishing rain water harvesting projects.
- Improved maintenance required around St. Peters Church War Memorial.
- There was evidence of weed growth along the edge of roads / pavements.
- Try to develop more on Littleover's heritage.

SECTION C

- Develop plans for future improvements e.g. extend water trough project to include a floral feature.
- Provide more evidence of Press / Media support within the portfolio.

A=59 B=27 C=34

TOTAL 120