
 Standard Marking Sheet		Name of Entry: Leamington in Bloom
		Judges: Emma Sibbing & Joe Hayden
		Date of Assessment: 12th July 2019

Category Village / Large Village / Small Town / Town / Large Town / **Small City** / City (Indicate appropriate category)

A Horticulture 40%	A1 (20)	18	A2 (20)	19	A3 (20)	18	A4 (20)	18	Total marks 80 73
B Environment 30%	B1 (20)	19	B2 (20)	16	B3 (20)	16			Total marks 60 55
C Community 30%	C1 (20)	19	C2 (20)	20	C3 (20)	17			Total marks 60 56

Medal Awarded: **GOLD**

Total Score out of 200= **184**

Gold, 170-200 Points **Silver Gilt, 150-169 Points** **Silver, 149-120 Points** **Bronze, 119-100 Points**

Introduction and Overall Impression:

Once again the judges received a warm welcome from the Leamington in Bloom Committee members before being treated to an update on the activities of the group since last year. The groups successes with expanding their marketing of all things Bloom is impressive and incorporates, a dedicated magazine, calendar, website, Twitter, Facebook, and discretionary "compliment slips" for posting through letterboxes of well-kept private and business gardens. The route ably demonstrated the three pillars of Bloom in a creative way. Jephson Gardens and the restored Pump Room Gardens were amongst the highlights of the tour. Leamington in Bloom has increased its score on last year's entry and is a very deserving Gold!

Judges Feedback Section A – Horticulture:

Areas of Achievement:

- Jephson Gardens – as always, floral displays, perennial plantings, butterfly borders, new shrub beds, sensory garden, hot-house – it's got the lot! Maintained to a very high standard throughout!
- The newly restored Pump Room Gardens, raised bed by the Pump Room, and more informal planting and landscaping at the far end.
- Sustainable planting on many town roundabouts
- Additional sustainable planting and beds in locations around the town centre.
- 150 vibrant hanging baskets adorn the Parade and town centre streets.
- The two gardens at Whitnash Primary School – and the work of staff and parents to achieve these great spaces.
- The gardens and raised beds at Leamington Station – great results from a passionate group of gardeners!
- The canal side garden – brightening up a forgotten walking, cycling, and boating thoroughfare.
- No epicormic growth! – very well done!

Areas for Consideration:

- There were still weeds in pavements on some locations on the tour.
- The grass verges had been cut but the results lacked uniformity with some areas being noticeably uneven.
- Consider the route through residential areas. Everything the judges' notice (good and bad) will be reflected in the scores. The judges both thought last year's route through residential areas showed the town in a better light.
- The addition time at Jephson Gardens was a great improvement. The gardens help demonstrate so many of the In Bloom criteria to a very high standard and the work of John and his team is always inspirational.

Judges Feedback Section B – Environment:

Areas of Achievement:

- The work being done at Campion School in partnership with Age Concern. A wildlife friendly haven available for outdoor lessons and quiet contemplation.
- Several examples of sustainable and pollinator friendly planting.
- The selection and quantity of bug hotels, nest boxes, bat boxes in Jephson Gardens. (looking forward to the bee hive coming back!)
- The history and heritage of Leamington celebrated with a range of artworks and buildings throughout the tour.
- The restoration of the Czech War Memorial has been very well done!
- Examples of water-harvesting and a wealth of recycling encountered along the route – noticeably at Leamington Station and both schools.
- The recycled coffee cup bottoms and stirrers in the Aviary Café were very innovative!

Areas for Consideration:

- There was a significant amount of graffiti along the route. Give careful consideration to the route, and particularly the stopping points, graffiti will affect the score in an adverse manner.
- Some litter in some areas, but in general civic areas were very clean.
- As above, the grass verges in some areas had a noticeable uneven finish to the mowing.

Judges Feedback Section C – Community:**Areas of Achievement:**

- As always – the school geranium growing campaign involving 14 schools – for the trains at Jephson Gardens and Leamington Station
- Fund raising and support for the Town Council.
- The involvement of Leamington BID
- Increased use of social media creating a good following of interested residents – Bloomers of the future?
- The improvements to the website and social media presence. The sell-out Bloom Calendar and the very impressive “Leamington in Bloom” Magazine – great photos and narrative really raise the profile of the town’s Bloom Campaign and highlight year round activity.
- The increasing number of community groups getting involved in the Leamington In Bloom campaign

Areas for Consideration:

- Continue to increasing membership of The Bloom Committee to share the workload and ensure viability in future years.
- Continue to explore ways of working more closely with Leamington BID to perhaps reduce costs through economies of scale.
- Leamington in Bloom has again achieved Gold – very well done. The Committee has considered carefully how to maximize the score with attention to detail on each stop of the Bloom Tour – resulting in an increase in the overall score!
- The Committee need to continue to pay particular attention to any negative features (eg graffiti) at each of the stops to further increase the overall score. The Gold is well deserved. Well done again this year!

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

B1	<p><u>Local Identity</u></p> <p>Is there a sense of place, with appropriate sense of heritage, art in the landscape, signage and interpretation?</p>	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.
B2	<p><u>Natural Environment</u></p> <p>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.</p>	The natural environment is managed to an excellent standard supporting a wide range of flora and fauna, with little improvement required.	The natural environment is managed to a very good standard supporting a wide range of flora and fauna; very little effort would lift it to excellent.	The natural environment is managed to a good standard supporting a wide range of flora and fauna. Requires further work to improve it in places.	The natural environment is managed to a satisfactory standard supporting a wide range of flora and fauna. Needs significant improvement in places.
B3	<p><u>Hard Surfaces and Open Grass Areas</u> (Including streets, open spaces and beaches if appropriate).</p> <p>To include cleanliness, absence of litter, street weeds, graffiti, flyposting and chewing gum, water conservation and recycling initiatives, hard landscape, open spaces and street furniture maintenance and effective dog fouling control measures.</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.	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.	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.	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.

C1	<p><u>Year Round Activity and On-Going Planning</u></p> <p>Evidence of forward planning and year round activity highlighting any events that makes this entry unique and demonstrates the present strengths of the entry.</p>	<p>Excellent evidence of all activity taking place throughout the year and of advanced planning. The annual programme of activity is exceptional.</p>	<p>Very good evidence of all activity taking place throughout the year and of advanced planning giving this entry a real strength.</p>	<p>Good evidence of all activity taking place throughout the year and of advanced planning.</p>	<p>Satisfactory evidence of all activity taking place throughout the year and of advanced planning.</p>
C2	<p><u>Communication and Awareness</u></p> <p>Within the immediate area through local and regional marketing, involving all sections of the community. Communication and media involvement evidenced. Use of suitable interpretation, enabling learning and a greater understanding.</p>	<p>Communication extremely well covered. Community involvement and public awareness is excellent.</p>	<p>Communication very well covered. Very good community involvement leading to very good public awareness.</p>	<p>Communications good. Community involvement leading to public awareness of a good standard. A few missed opportunities.</p>	<p>Communications and public awareness is satisfactory. Community involvement is limited. Overall there is room for improvement</p>
C3	<p><u>Funding and Support</u></p> <p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>