



*Cambridge*  
*Bloom*  
www.rhs.org.uk



Part of RHS BRITAIN IN BLOOM

Name of entry: Windermere	Judging Date: 11 <sup>th</sup> July 2012
Category: Town	Judges: Tony Magean & Iain Turnbull

**Introduction** (*introductory remarks from the judges*):

Judges were impressed with the wealth of information and presentation pack provided at the introduction of the judging. The tour of Windermere was well organised giving the judges plenty of opportunity to look at a wide range of examples as required by the judging criteria.

An overall impression of a very well maintained town with lots of community involvement.

An innovative approach has been taken to dress up vacant shop premises, helping the town to look even more vibrant

**SECTION A – Horticultural Achievement**

Assessing year-round horticultural achievement including conservation and natural areas.

		MAX	ACT.
A1.	Impact – design, colours, appropriate choice of plants, special features, presentation, innovation	20	
A2.	Horticultural practice – cultivation and maintenance, quality of plants, sustainability, new planting	20	
A3.	Residential and Community Gardening – residential, communal areas, allotments, public buildings (grounds of churches, schools etc.), car parks	20	
A4.	Business Areas and Premises – retail and shopping areas, leisure sites, transport terminals, car parks, farms, rural businesses, pubs, post offices, tourist areas/attractions, offices, estate agents etc.	20	
A5.	Green Spaces – verges, parks and open public spaces	20	
<b>TOTAL POINTS AWARDED FOR SECTION A</b> <i>50% of maximum points</i>		<b>100</b>	

**Areas of Achievement:**

Excellent floral displays at key locations, very colourful town centre and effective use of the planters at strategic positions creating the effect the town has a lot more floral colour. Good support from business, with many floral baskets and containers on show – and being maintained to a high standard

**Areas for Improvement:**

(Minor Remark) Some of the floral provision showed signs of water stress. (B&B's)

To many images of floral provision shown to judges at the initial meeting, need to show wider

<b>SECTION C – Community Participation</b>			
Assessing year-round community participation			
		<b>MAX</b>	<b>ACT.</b>
<b>C1.</b>	<i>Development and continuity - Development and sustainability of the local bloom initiative and evidence of on-going projects</i>	10	
<b>C2.</b>	<i>Communication and education – community awareness and understanding, engagement with schools and young people and/or other community groups, press coverage, publicity materials</i>	10	
<b>C3.</b>	<i>Community participation – community involvement is representative of the community's size and diversity</i>	10	
<b>C4.</b>	<i>Year-round involvement – schedules of events and supporting evidence of year-round activity (primary evidence to be presented in 15 minute presentation)</i>	10	
<b>C5.</b>	<i>Funding and Support – initiatives to secure on-going support for the local bloom campaign including local business support</i>	10	
<b>TOTAL POINTS AWARDED FOR SECTION C</b> <i>25% of maximum points</i>		<b>50</b>	
<b>Areas of Achievement:</b> <b>Excellent communication links, good examples of community awareness and school involvement, Using modern technologies to promote Windermere “in bloom” group’s work.</b>			
<b>Areas for Improvement:</b> <b>Keep up the good work in communication your efforts</b>			
<b>GRAND TOTAL POINTS AWARDED</b>		<b>200</b> <i>(max.)</i>	
<b>MEDAL AWARDED</b>		<b>Gold</b>	