

Heart of England in Bloom

Marking Sheet

Name of entry: WELLESBOURNE	Judging Date: July 21st
Category: SMALL TOWN	Judges: David Wassall Les Goodman

Introduction (*introductory remarks from the judges*): On arrival at the Wellesbourne Village Hall the Judges were greeted by the Chairman of the Parish Council and “Bloom” committee members. After viewing the portfolio and an extensive display of local activities, a tour of the town followed in bright sunshine. This included visits to the Co-op store and the Bees seeds scheme, as well as a school vegetable garden, Police Station landscaping, private gardens, housing and roadside landscaping. A visit to the immaculate recycling centre was also included. Wellesbourne has been transformed over the last 5 years.

SECTION A – Horticultural Achievement

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

		MAX	ACT.
A1.	Impact – <i>design, colours, appropriate choice of plants, special features, presentation, innovation</i>	20	18
A2.	Horticultural practice – <i>cultivation and maintenance, quality of plants, sustainability, new planting</i>	20	18
A3.	Residential and Community Gardening – <i>residential, communal areas, allotments, public buildings (grounds of churches, schools etc.), car parks</i>	20	18
A4.	Business Areas and Premises – <i>retail and shopping areas, leisure sites, transport terminals, car parks, farms, rural businesses, pubs, post offices, tourist areas/attractions, offices, estate agents etc.</i>	20	18
A5.	Green Spaces – <i>verges, parks and open public spaces</i>	20	17
TOTAL POINTS AWARDED FOR SECTION A <i>50% of maximum points</i>		100	89

Areas of Achievement: The floral displays throughout were of a high standard.

The chestnut square planting was also good.

The permanent plantings at the Police Station. Talbot Dog and the Co op store were also impressive

The churchyard was very well maintained.

The bulb planting have a major impact in the spring.

Areas for Improvement:

Allow for basket stands on the Newbold Road corner and in the shopping mall to provide a tower of colour.

This would have a dramatic impact visually in summer & winter.

SECTION B – Environmental Responsibility

Assessing year-round activities improving environmental responsibility.

		MAX	ACT.
B1.	Conservation and biodiversity – <i>wildlife areas, natural habitat</i>	10	9
B2.	Resource management – <i>recycling, minimising demand placed on natural resources and any harmful impact on the environment</i>	10	9
B3.	Local heritage – <i>management and development of local heritage and/or identity, inclusive of natural heritage</i>	10	9
B4.	Local environmental quality – <i>management of vacant premises and plots, litter, graffiti, fly-posting, dog fouling etc.</i>	10	8
B5.	Pride of place – <i>management of street furniture, signage, art in the landscape and hard landscaping</i>	10	8
TOTAL POINTS AWARDED FOR SECTION B <i>25% of maximum points</i>		50	43

Areas of Achievement:

The street furniture has nearly all been refurbished or replaced and this provides a smart appearance.

The conservation projects and ecological audit plans are the result of close cooperation between the “Bloom” committee and the Warwickshire wildlife trust. A very worthwhile liaison, useful for the Parish Plan.

Chedhams Yard will be an exciting heritage project.

The recycling unit is very well managed.

Areas for Improvement:

Look to paint the railings outside and opposite One Stop.

SECTION C – Community Participation			
Assessing year-round community participation			
		MAX	ACT.
C1.	Development and continuity - <i>Development and sustainability of the local bloom initiative and evidence of on-going projects</i>	10	10
C2.	Communication and education – <i>community awareness and understanding, engagement with schools and young people and/or other community groups, press coverage, publicity materials</i>	10	9
C3.	Community participation – <i>community involvement is representative of the community's size and diversity</i>	10	9
C4.	Year-round involvement – <i>schedules of events and supporting evidence of year-round activity (primary evidence to be presented in 15 minute presentation)</i>	10	9
C5.	Funding and Support – <i>initiatives to secure on-going support for the local bloom campaign including local business support</i>	10	9
TOTAL POINTS AWARDED FOR SECTION C <i>25% of maximum points</i>		50	46
Areas of Achievement: The amount of money secured via donations and grants is immense, allowing all types of improvement to be firmly programmed. The whole community are supporting the “Bloom” campaign and have knowledge of what is involved. The tear round programme is a really strong effort.			
Areas for Improvement: None – Keep up the good work.			
GRAND TOTAL POINTS AWARDED		200 (max.)	178
MEDAL AWARDED		GOLD	