

Category 2C: Town

Summer Judges Comments

Elloughton cum Brough Silver Gilt Rose Award

Spring Medal Position – Silver Gilt Summer Medal Position - Gold

Introduction

Elloughton Cum Brough is made up of two villages and has a very active and successful 'In Bloom' group which promotes high standards of horticultural excellence and inspires pride within the local community. The group are very enthusiastic and have worked well to improve public areas, generate sponsorship, whilst encouraging local residents to improve their gardens. Elloughton Cum Brough is an excellent entry to the In Bloom Campaign and continues to go from strength to strength. A big thank you must go to Coleen Gill who assisted the judges by co-ordinating all the additional special entries, so that the judges did not have to return to the area on a separate day.

Section A: Horticultural Achievement

Areas of Achievement

At the start of the tour, the judges were shown around the Spindlewood development, which boasted a superb mixture of traditional and contemporary gardens. The judges were particularly impressed with the entrance borders to the estate with the red, white and blue patriotic colour theme to reflect the royal occasions in 2011. i.e. Royal Wedding and the Duke of Edinburgh's 90th Birthday. A special mention must go to Bob Craft whose hard work and dedication was demonstrated through his participation with the Neighbourhood Watch Scheme. Moving on to Church Street, the Village Green was much improved from Spring, with the introduction of seasonal bedding around the edges which was looked after by local residents. It was also good to see that the Post office, the Powder Bowl Hair stylists, the Oddfellows Hall and St. Mary's Church had all participated by putting on a summer display. In the afternoon the judges were impressed to see the displays at the Half Moon Inn, We Care Vets and the Busy Bees Nursery which were all superb. The new landscaping and seasonal planting at Brough Crossroads had really improved the area, and the new 2011(MMXI)stepped planter was a welcome addition. Once again, the judges would like to acknowledge the hard work put in by Val Young who has done a fantastic job of maintaining and developing the Welton Road Flower beds. With regard to private gardens, there were too many good ones to mention, but the judges would like to comment that Michael Hoyle's garden on St. Mary's' Close was outstanding.

Areas for Improvement

The Village Green would benefit from the addition of a central feature, to give it a focal point. Maybe something that reflects the history of the area, and the judges would like to have seen a flower bed or feature at the police station on Welton Road. The spraying/chemical weed killing treatment around the grass verges generally seemed a little bit excessive in places. The judges were aware that it is the Local Authority who is responsible for this, but it may be worth the In-Bloom group contacting the local maintenance officer to see if the standards could be improved in the future. The judges noticed that some of the seasonal planters were very dry and some of the bedding plants were suffering from drought. Although the judges appreciate that irrigation is

continually carried out by a dedicated team of volunteers, it may be worth considering planting some drought tolerant species, such as Euphorbia in some of the more remote locations.

Section B: Environmental Responsibility

Areas of Achievement

Again the Judges were overwhelmed by the enthusiasm of the Wolds & Riverbank Countryside Society who is the custodians of the woodland area at Spindlewood. The group should be commended for their contribution to the environment. The judges particularly liked the management concept of introducing bird boxes, owl boxes, leaving log piles as beetle banks, and the removal of invasive species such as ivy. They would also like to acknowledge the conservation work carried out through regular flower counts and surveys. The judges particularly liked the open views of the river at the Brough Haven Viewing area. The judges were pleased to see that the In Bloom Group had been hard at work painting much of the street furniture throughout the area. Again the judges liked the interpretation of local heritage and felt that by theming features to reflect the Roman origins of the village, it gave the area a unique selling point for tourism.

Areas for Improvement

As with the Spring feedback, the judges felt that in terms of resource management the In Bloom group still did not explain sufficiently how they were minimising the demand placed on the natural resources of the area such as reducing the amount of water required for irrigation, ethical buying and using peat free products etc. The judges would like to make a comment about the amount of litter and weeds in the car park beds at Brough Shopping Units on Welton Road, as this area really lets the rest of the village down and in particular the approach to the excellent Busy Bees Nursery. The judges actually disregarded this area when scoring the rest of the village, as they thought that if it hadn't been for the special entry at Busy Bees that the area would not have been included on the tour, however, the judges felt that this area really does need attention in the future and it could be something that the In Bloom group could influence.

Section C: Community Participation

Areas of Achievement

The judges were privileged to meet the 'Toxic 5' Lifestyle Group who had put a lot of effort into helping the In-Bloom Group with the planting of the flower beds in front of the 'Half Moon Inn' at Elloughton Crossroads. Chris, George, Ben, Marcus and Kiren had managed to raise £270 so far for Cash for Kids/Kids for Cancer. The judges would like to wish them continued success for their project. It was really good to see the finished mosaics that had been produced by pupils at Welton School as well as the mosaic that had been created by, Debbie, Lee, Victoria and Sarah who all attend the Adult Services Group at the Petuaria Centre. The judges were pleased to see lots of publicity around the area in particular the audio visual presentation on the TV screen in the library, the highway advertising banner at Brough Crossroads and the Elloughton and Brough In Bloom Team Newsletter which had been kindly produced and sponsored by 'Sound Solutions Design & Print' The plant sale at the front of the shops at Brough Crossroads showed the continued commitment for fund raising and raising local awareness of the In Bloom campaign. The judges noted that Coleen and Linda had entered into the spirit of things by dressing in Roman Costume, which was rather fitting and represented the local heritage of the area. Also other fund raisers that deserve a mention is the Great Poppy Party Weekend held on the 10th, 11th, & 12th June, and of

course how can we forget the 'Naked Bloomers Calendar'. Finally Coleen Gill and her team should be commended as they have managed to get 21 sponsors for their 2011 campaign as well as the continued support of the local Town Council and the East Riding of Yorkshire Council.

Areas for Improvement

It would be good to see the Newsletter displayed in some of the public places, such as the Library, the Half Moon Inn and the Post Office. This is just a note to the group and is not meant to be a criticism, but the newsletter was not evident in these places on the day of judging. It was a shame to see that British Aerospace and East Yorkshire Bus Company are not as actively involved in the campaign as they could be, as they are probably the biggest employers locally.