

Category 2C: Town

Judges Comments

Elloughton cum Brough Silver Gilt Rose Award

Spring Medal Position - Silver Summer Medal Position - Gold

Introduction

It was helpful to receive a well produced portfolio in advance of the visit and to have a short presentation including a DVD prior to the tour. A well organised tour taking in all aspects of the bloom group's work in planting, maintenance and communication with the local community. The emphasis on Elloughton's Roman connections was particularly good. The Roman soldier statue was really impressive and we hope planning permission for a permanent site is granted.

Section A: Horticultural Achievement

Areas of Achievement

The town was full of excellent floral and sustainable planting. The efforts to recognise the Diamond Jubilee in choice of plants and colours was impressive. Some businesses had floral displays and demonstrated their support for in-bloom. All areas visited were of high quality planting and maintenance, a credit to the bloom group members who look after designated areas.

Areas for Improvement

There were quite a lot of weeds in kerbsides and wall bottoms on the pavement edges. The council might like to look at their weed spraying regime. Continue the interplanting with permanent plants as a way of helping to reduce seasonal bedding cost and reducing workload in spring and summer

Section B: Environmental Responsibility

Areas of Achievement

Council recycling is well organised and the allotment holders set a good example with composting and water recycling. The tour route was well managed with no dog fouling, fly posting or litter. Congratulations to James who regularly litter picks as part of his Duke of Edinburgh award. The Roman heritage is very much a part of the local community and especially emphasised in the schools.

Areas for Improvement

It is unfortunate the Spindlewood conservation wood group did not get the £20000 grant to purchase extra land to develop a wild flower and wild life area. Ensure all street furniture, seating, bins etc. is kept up to scratch by regular monitoring.

Section C: Community Participation

Areas of Achievement

The bloom group is clearly well established and organised and that bodes well for the future. There is good liaison with the primary schools and local business. A well planned programme extends across the year. The DVD used at the opening presentation is shown as a rolling programme on two screens in the town library. The work at the Petuaria Centre is impressive with indoor and outdoor activities for those attending. The scarecrow event had an impressive 55 entries.

Areas for Improvement

Just continue the excellent work being done. It may help identify more sponsorship or help by distributing the excellent news letter to establishments that are not already on board with the group as discussed.