



GUERNSEY

Guernsey in Bloom Communities Guide 2017



FLORAL
GUERNSEY
FOUNDATION
HERM • ALDERNEY • SARK

**Floral Guernsey
Celebrating 25 Years
1992 - 2017**

Creating Islands of Flowers

Contents

Support for the Communities	Page 3
The Competition	Page 3
Getting Started	Page 4
Small Community Awards	Page 5
The Competition Entry & Categories	Page 6
The Judges Route and Tour	Page 7
Making a Portfolio	Page 8
Judges marking sheets	Pages 9-11
When does Judging take place?	Page 12
How do I enter a Douzaine Room?	Page 13
Discretionary Awards & Trophies	Page 14
Community Grants	Page 15
Community Grant amounts	Page 16
Checklist and key dates	Page 17

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www.floralguernsey.co.uk

Support for the Communities

The Floral Guernsey Foundation is committed to the vision of creating Islands of Flowers. We recognise the all - important role that the community plays in fulfilling this vision and so we dedicate the bulk of our available funding to support the islands' communities. We also offer support in the form of guidance and advice. Please just ask Caroline if you have any queries.

Grants will be given to help make the enhancements that will make all the difference.

We believe that the Community Competition is an opportunity to make a high-profile contribution to your community, so we give a higher grant for entrants. If you feel unable to enter at this time, you will still get a grant. Details are on page 16.

The Competition

The competition is open to all the parishes and islands of the Bailiwick. The aim is to encourage all sectors of the community to work together to improve and re-generate their local environments through imaginative planting of trees, shrubs and flowers, attractive landscaping, conservation of natural amenities and wildlife, recycling projects and cleanliness initiatives. Grants are provided to help fund these improvements, together with practical advice where possible.

The winner of the competition will be nominated as the Bailiwick entrant in the Britain in Bloom campaign organised through the Royal Horticultural Society (RHS). They will be competing with other communities from all parts of the UK.

planting, floral displays and improved levels of cleanliness.

Raise awareness of local issues such as sustainability, recycling, minimising waste and energy conservation and encourage people to take an active role in preserving their own environments.

Increase pride in where we live.

Boost the local economy through increased tourism.

Regenerate run down and neglected areas

What are the benefits?

The competition helps to:

Stimulate voluntary work and co-operation between local community groups.

Achieve long-term enhancement of the local environment through

Getting Started

A community is usually the whole of a parish, but there is no reason why it shouldn't be a joint venture between parishes as long as it comprises of a group of individual properties such as private gardens, public buildings, schools and commercial premises.

Growing a Winning Entry

The first step is to form an enthusiastic local action committee, called a "Bloom Group" in the UK.

Ideally, the committee's members will represent the whole community, with representatives from the parish douzaine, local businesses, voluntary and other organisations, residents and gardening interests.

The role of the committee is to encourage participation, attract support and sponsorship, provide advice and keep an eye on standards, quality and progress.

Community involvement

Get support from the local community by informing them of your intentions to put together a 'Guernsey in Bloom' entry by leafleting, calling at home, or through a parishioners group or parish magazine

Put up posters in local shops, supermarkets and parish notice boards.

Ask local traders, hotels and offices to get involved.

Send out a press release to our local media giving details of whom to contact and how people can get involved.

Use social media such as Facebook

Once you have gathered support, work towards brightening up your local environment, identifying a few key areas that will

repay attention. Don't overstretch your resources.

Look for opportunities to work with small local communities by encouraging them to enter the Small Community Awards. Details on next page.

It's not all about flowers

Of course horticultural excellence is important, however, issues relating to environmental quality and sustainability are also high on the agenda.

Set up community clean-up projects to focus on areas that attract litter and graffiti.

Promote sustainable gardening by encouraging people to plant shrubs that do not need to be watered daily.

See if there is an area that can be used for nature conservation projects, monitoring, education and work programmes.

Sponsorship and funding

A grant will be paid, but you will need to generate more funding by arranging fund-raising events and by attracting sponsorship/benefits in kind from local businesses. Remember that fund raising events can attract valuable publicity for your cause. You will need a dedicated bank account in order to receive the grant assistance.

Small Community Awards

These awards recognise the efforts and commitment of small groups of residents or businesses or a mixture of both. A small community could be a few people in a close or estate or on a road, as long as there is a recognisable area where people can be seen to be making an effort.

Please contact Floral Guernsey for advice on an entry and to find out what help is available. This could include assistance with publicity, advice on horticultural queries and help with funding.

All entrants will receive a certificate, with an award given to the best overall entrant.

Judging will take place at about the same time as the main Community Competition. If a small community forms part of the main competition judging route, it will still need to be entered separately into the Small Community competition.

How to Enter

Communities can be nominated through their parish bloom groups or they may nominate themselves to [Caroline Allisette](#), address is at the end of this guide.

Closing date for entries will be April 10th 2017. Any late entries will be accommodated if possible, but entry cannot be guaranteed.

The Competition Entry and Categories.

The competition is open to all communities in Guernsey, Alderney, Sark and Herm.

The competition forms will be emailed to you. Please fill in and email to carolineallisette@floralguernsey.co.uk

Final submission of entries must be received by: -

Monday March 20th 2017.

3 copies of the portfolio (optional) together with an outline of the judging route including start and finish points must be received by: -

Monday 5th June 2017.

How the competition is judged

Floral Guernsey will select a panel of 2 judges consisting of a local experienced judge and a National Britain in Bloom judge. Judging takes place in early July. You will be informed of the date and time by the end of April to give you time to finalise your route and arrangements.

The categories and time allowances are the same as those used in the Britain in Bloom National Finals.

In addition to the time allocations shown, you can add 15 minutes for press or media opportunities and 15 minutes to discuss the portfolio.

A **Coastal Community** must be an area that actively encourages visitors with a resort, beach and/or harbour (which can be part of a commercial harbour), adjacent to or within

Categories	Population	Judging Time
Small Village	300 and under	1 hour
Village	301-1,000	1 hour 15 minutes
Large Village	1,001-2,500	1 hour 30 minutes
Small Town	2,501-6,000	2 hours
Town	6,001-12,000	2 hours
Large Town	12,001-35,000	2 hours 30 minutes
Small Coastal	12,000 and below	2 hours 30 minutes
Large Coastal	12,001 and above	3 hours

easy and reasonable access of the local community. The area will have facilities providing varied recreational activities for visitors. The beach/harbour will have some of the following: café or restaurant; shop; toilet; public transport; supervision; first aid; public telephone. A coastal resort is described as an area that has substantial visitor accommodation and tourism as an integral part of the local economy.

The Judges Route and Tour

The Judging Route

Plan and time your route carefully. Make sure that everyone in your parish knows about it. Tell everyone on the route and get them involved. Get the media on your side.

While it is important to get everyone involved from the parish school to individuals with front gardens, you will increase the impact of your efforts by concentrating on your best areas. Prior to the judges visit, walk the route yourselves, filling in the marking sheet afterwards. This will help you to identify any work areas.

The Judging Tour

You will be expected to provide your own vehicle for the judging tour. The vehicle should include some form of poster to indicate what the vehicle is being used for whilst the judging is taking place.

It is best to start with a 15 minute presentation, introducing your tour guides and pointing out anything that is of particular importance, such as features in the portfolio and things that may not be seen on the tour.

Prepare an itinerary to give to the judges on arrival, noting the main points on the judging route and the names and roles of the people they will meet. Leave a space for the judges to make their own comments against each point. This itinerary is best set out in landscape format.

When preparing the judging schedule, bear in mind that if you

can cover the route alone in 1½ hours, on the day of judging it could take at least 2 hours. Judges will want to stop to ask questions, take notes and photographs.

It is suggested that the judges be accompanied through the tour by two guides, both of whom should be competent to answer questions. Another person should be used as the vehicle driver.

Have someone to act as a 'trouble-shooter' travelling ahead of the tour vehicle to ensure people are on station and ready for the judges. He/she should keep in touch with one of the tour guides by mobile phone.

Arrange for the judges to meet people with specialised knowledge along the route to explain any projects, such as nature conservation schemes etc. Make sure enough time is allowed for these stops. It may be appropriate to pick up & drop off specialists to talk to judges in the vehicle between stops.

What is a Portfolio?

Time is limited on the judging tour and there will be some information that is best presented in printed form. This can be given to the judges in advance, so that they are briefed about who they are going to meet, where they are going to go and what they are going to see.

Information that can be presented in this way should include:

1. Parish overview; any unique or interesting features that are relevant.
2. Your team; names and duties.
3. Your achievements in the last year.
4. Plans for the future.
5. Funding; where does the money or resources come from. Names of sponsors.
6. Names of other organisations that you are involved with. How is the community involved? Roles for young people?
7. A map of the route together with names of people the judges will meet along the way. Note you may need to update this just before judging if circumstances change.

You may wish to enlarge this basic information by including more detailed records of what you have done to comply with the judging criteria shown on the judges' marking sheets. Photographs and other printed articles can be added to make a more complete record of parish activities.

As well as giving more information to the judges, the document may be a useful aid in letting other parishioners or potential sponsors see what you have achieved and how you intend to enhance the parish in the future.

It could also be saleable as a parish guide, perhaps modified with extra copy and advertising.

Other Records

Press cuttings, letters, flyers and other publicity, together with photos that were not included in the portfolio, should be collected throughout the year and used to make a display for the judges to view at the start or end of the tour. This avoids overloading the portfolio.

How many copies and who wants them?

3 x copies – one copy will be sent to each of the judges for perusal prior to judging, 1 for FG to keep.

The Guernsey in Bloom Community Competition Organiser must have received copies of the portfolios by no later than

Monday 5th June 2017.

Sample Marking sheets

Name of entry:	Judging Date:
Category:	Judges:

Introduction (*introductory remarks from the judges*):

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	
A2.	Horticultural practice – <i>cultivation and maintenance, quality of plants, sustainability, new planting</i>	20	
A3.	Residential and Community Gardening – <i>residential, communal areas, allotments, public buildings (grounds of churches, schools etc.), car parks</i>	20	
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	
A5.	Green Spaces – <i>verges, parks and open public spaces</i>	20	
TOTAL POINTS AWARDED FOR SECTION A <i>50% of maximum points</i>		100	

Areas of Achievement:

Areas for Improvement:

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	
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	
C3.	Community participation – <i>engaging a wide range of people across all areas of the community</i>	10	
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	
C5.	Funding and Support – <i>initiatives to secure on-going support for the local Bloom campaign including local business support</i>	10	
TOTAL POINTS AWARDED FOR SECTION C <i>25% of maximum points</i>		50	
Areas of Achievement:			
Areas for Improvement:			
GRAND TOTAL POINTS AWARDED		200	
MEDAL AWARDED			

When does Judging take place?

Judging of entries will take place between:

3rd July – 6th July 2017.

Entrants will be expected to maintain their displays both before and after this time. All entrants will be informed of the actual day of judging by 24th April; the time of judging will be advised about 3 weeks before the event.

When is the Awards Evening?

Representatives of each community will be invited to the Floral Guernsey Community Competition Awards Evening, which is scheduled to be held on

7th September 2017 at Les Cotils

The standard of awards, including the overall winner, will not be announced until this event.

The Winning Trophy

The Lady Dorey Trophy will be presented to the entry attaining the highest score.

The Winner

The winner of the Lady Dorey Trophy will automatically be invited to represent Guernsey in the Britain in Bloom National Finals in the year 2018.

The community representing Guernsey in Britain in Bloom will not be eligible to enter the Community Competition during the same year.

How do I enter a Douzaine room?

Douzaine Rooms

Douzaine rooms have a vital role within any parish community in the Bailiwick of Guernsey.

All parishes are eligible to enter, as the Douzaine rooms will be judged separately from the main Community Competition judging, using different judges, although the date of judging will be similar.

For those parishes entering the competition, you may wish to show the judges the Douzaine room as well.

This award will be presented to the Best Douzaine Room at the Awards Evening

on 7th September at Les Cotils.

Entry date:

To register your entry please complete and return the entry form included with this guide.

Entries should be sent to: Caroline Allisette, Les Amballes Lodge, Les Amballes, St. Peter Port GY1 1WU or emailed to carolineallisette@floralguernsey.co.uk no later than

10th April 2017.

Below is an example of the Douzaine marking sheet and points awarded.

Best Douzaine Room Award marking sheet

Judging criteria:	Possible marks	Douzaine with a garden	
Overall effect	50	Gold	187—220
Permanent planting (Douzaines with a garden only)	20	Silver Gilt	160—186
Flowering plants and foliage content	40	Silver	130—159
Flowering plants and foliage colour	30	Bronze	110—129
Plant condition and culture	40	Douzaine no garden	
Effective use of site	20	Gold	170—200
Site maintenance	20	Silver Gilt	145—169
Total for Douzaines with a garden	220	Silver	118—144
Total for Douzaines without a garden	200	Bronze	100—117
Award			

Discretionary Awards & Trophies

These awards are given by the judges in recognition of the outstanding features that they see during the judging tour. Entrants are encouraged to draw the judges' attention to any feature or individual that deserves recognition, but the judges will use their discretion as to which feature will be considered for an award.

Heritage Award

Awarded to the community that best encourages activities and links to recognize and celebrate their unique local history.

Best Floral Displays

Presented for an outstanding floral feature or display.

Best Local Environment

Awarded for the cleanliness and appearance of roads and public places, including hard landscaping and street furniture such as benches, litter bins etc.

Horticultural Excellence

Presented in recognition of high standards of horticulture, including design, appropriate choice of plants, culture and maintenance.

Community Award – Ossie Falla Trophy

A discretionary award for an outstanding contribution from either an individual or a team of volunteers towards a community entry.

Young Peoples Award

Awarded for an outstanding contribution by young people working on, or involved in a community project. Ages up to 25 are eligible, with particular interest in those in secondary education aged between 11 and 18.

Tourism Award

Awarded to a community that has demonstrated initiatives to promote and support tourism.

Conservation and Wildlife Award

Awarded for a project that recognises, protects and/or restores aspects of the natural environment and wildlife.

Schools Award – Norma Ozanne Perpetual Trophy

Presented to the school that best reflects the aims of the competition – horticulture, environment and community. The children should show they understand the importance of their environment and that they take pride in their school and the audience. Please note that the judges will want to speak with the children involved.

Best Douzaine Room Award - Messrs D H and O N Falla Trophy

An award for the best douzaine room overall.

Judges' Commendations

In addition to making the above Awards, the judges will note other outstanding features during the tour. They will take note of individuals who stand out and properties such as business premises and private gardens. Commendation certificates will be awarded to the community representatives to pass on to those individual recipients the judges deem worthy of recognition.

Floral Guernsey Theme Award

This award recognizes current interests and topics in the islands. The theme for 2017 is **"Heroes, Myths and Legends"** to connect with the Channel Islands Heritage Festival. The award will be given to the community best capturing and demonstrating an aspect of the theme.

Grants are awarded to help fund enhancements within the islands and parish communities. All projects must be visible or have free access to the general public. The grants are given for the purchase of materials and services only and not to be used for labour costs. The extra grants given to Britain in Bloom finalists may be used to help fund travel to the seminar and awards events.

Basic Grant

Subject to the conditions set out above, the grant will be paid as soon as the completed application form has been received and approved.

Top up Grant

In addition to the above grants, Communities can also apply for a maximum 'top up' amount of £1000 as a sponsorship match. Sponsorship can be cash, materials or labour provided by a commercial company that would normally be charged

This means that every £1 raised in sponsorship by a community will be matched by Floral Guernsey up to a maximum of £1000. This grant is paid retrospectively in January, subject to satisfactory proof of sponsorship being received with the accounts by the set date in November.

Terms and Conditions

The participant must:

- Set up a bank account solely for the purpose of handling the funds related to their community. Grants

will only be paid into this account and Floral Guernsey will need to see copies of bank statements to reconcile financial activities.

- Return the completed application form by the set date in March. A brief description of the enhancement and maintenance plans, together with an estimate of likely costs must be included.
- Keep records and receipts for goods purchased.
- Keep records of activities and projects undertaken during the year. This must include photographic records.
- Copies of these records must be sent to Floral Guernsey by the set date in November. At the same time, return the form, which records your details of income and expenditure. If you wish to claim a top up grant, please include all details of sponsorship received.

Dates for 2017

Registration and Applications for grants:
20th March 2017

Submission of accounts and application for top up grant: **20th November 2017.**

All correspondence and queries should be addressed to Caroline Allisette, contact details at the end of this guide.

Grant Amounts

Category	Population Census	Community Names	Grant for Communities entering competition	Grant for Communities not entering competition	Grant for Britain in Bloom Finalists
Small Village Village	1,000 and under	Torteval Sark Herm	£1,125	£750	£2,125
Large Village	1,001 – 2,500	Forest St Pierre du Bois St Saviour St Andrew Alderney	£1,500	£1,000	£2,500
Small Town Town	2,501 – 12,000	Castel St Martin St Sampson Vale	£1,875	£1,250	£2,875
Large Town	12,001 – 35,000	St Peter Port	£2,250	£1,500	£3,250

In addition to the above grants, Communities can also apply for a maximum 'top up' amount of £1000 as a sponsorship match. This means that every £1 raised in sponsorship by a community will be matched by Floral Guernsey up to a maximum of £1000.

The grant for the Britain in Bloom entry includes £1000, which may be used for travel and accommodation when attending the Britain in Bloom Entrants' training seminar and Awards Ceremony.

Checklist and key dates

Deadline Dates 2017	Task	Date task completed
Monday 20 th March	<p>Application for grants and entries for the</p> <p>Community Competition</p> <p>Email: carolineallisette@floralguernsey.co.uk</p>	
Monday 10 th April	<p>Registration of entries for</p> <p>Best Douzaine Room Award and Small Community Competition</p> <p>Email: carolineallisette@floralguernsey.co.uk</p>	
Monday 24 th April	Actual Judging dates for Community, Douzaine and Small Community competitions to be notified to entrants	
Monday 31 st May	<p>Start and finish points of your route for the Community Competition</p> <p>Email:carolineallisette@floralguernsey.co.uk</p>	
Monday 5 th June	Send 3 x copies of your portfolio to the competition organiser	
Monday 31 st July	Return all trophies to the competition organiser. Please deliver to Grange Court, St. Peter Port	
July 3 rd – July 6 th	Community Competition Judging	
Thursday 7 th September	Awards Evening at Les Cotils	
Monday 20 th November	Grants - Send your reconciliation of use of grants and sponsorship raised to Caroline Allisette at the address below.	
Monday 20 th November	Return any unused grant money.	

Contact: Caroline Allisette. Floral Guernsey Admin. Email: Carolineallisette@floralguernsey.co.uk

Address: Les Amballes Lodge, Les Amballes, St. Peter Port. GY1 1WU