



**FLORAL
GUERNSEY**

FOUNDATION
HERM • ALDERNEY • SARK

Creating Islands of Flowers

Guernsey in Bloom Communities Guide 2020



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
The Portfolio	Page 8
Judging	Page 9
How do I enter a Douzaine Room?	Page 10
Community Awards & Trophies	Page 11
Community Grants	Page 12
Community Grant amounts	Page 13
Checklist and key dates	Page 14
Marking Sheets	Pages 15 - 16

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www.floralguernsey.co.uk



Support for the Communities

The Floral Guernsey Foundation is a charity run by volunteers 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 are available to help fund 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 can still get a grant. Details are on page 16.

The Community 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 offered the opportunity of representing the Bailiwick 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.

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 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.



Getting Started

A community is usually the whole of a parish, but there is no reason why it shouldn't be a part of a parish or 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 using social media, leafleting, calling at homes, 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 untidy areas.

Promote sustainable gardening by encouraging people to plant shrubs or other perennials 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 6th 2020. Any late entries will be accommodated if possible, but entry cannot be guaranteed.



Community Competition Entry and Categories.

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

The competition entry 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 16th, 2020.

3 copies of the portfolio (optional, see later) together with an outline of the judging route including start and finish points must be received by **Monday 1st, June 2020.**

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.

Categories	Population	Judging Time
Village	1 - 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 30 minutes
Large Town	12,001 - 35,000	3 hours
Coastal	12,000 and below	2 hours 30 minutes
Large Coastal	12,001 and above	3 hours

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 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

Be sure to show the judges all aspects of the 3 main groups of criteria:

Horticulture, Environmental and Community. Use the marking sheet to check you have everything covered.

Choosing the best route and tour leaders is essential. Often communities have all the features needed for a successful entry, but don't show them off to best effect on the day.

Plan and time your route carefully. Bear in mind that Judges will want to stop to ask questions, take notes and photographs, so build in enough time on your route.

Make sure that everyone in your parish knows about it. Tell everyone on the route and get them involved. Inform the media.

If you would like advice on planning the route, please contact the Floral Guernsey Foundation.

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.

Arrange for the judges to meet people with specialised knowledge along the route to explain any projects, such as nature conservation schemes etc. Brief them thoroughly on what you want them to talk about and make sure they keep to their allocated time. Do allow enough time for these stops. It may be appropriate to pick up & drop off specialists to talk to judges in the vehicle between

stops.

Notify Street Cleaning to ask for their cooperation.

The Judging Tour

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.

A good opportunity for a static display of activities and brief talks by experts.

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.

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 suggested that two guides accompany the judges through the tour to share the presentation and 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.

End of tour

Final impressions are important. Aim to finish at an interesting venue where you can invite all your volunteers and any VIPs. Offer refreshments and encourage a relaxed atmosphere where the judges can talk to people and ask any final questions.

The Portfolio

What is a Portfolio?

It's optional, but as time is limited on the judging tour, some information is best presented in printed form to 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.

Keep it brief and keep to the point; the judges need to see just the relevant information. Use the criteria shown in the judging score sheet for guidance. There are no points awarded for the portfolio.

Be sure to present the following information in your portfolio:

1. Parish overview; any unique or interesting features that are relevant.
2. Your team; names and duties.
3. Your achievements in the last year with a calendar of activities.
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.

The portfolio can be in electronic or hard copy form, but the judges prefer to have a hard copy that they can consult and annotate before and during the tour.

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 1st June 2020.

Judging

An example of the marking sheet is on pages 15 and 16. Do study the criteria carefully. Too often, the judges are unable to allocate marks in a particular section simply because the tour hasn't included anything relevant to that section, or the tour guides have not pointed it out. Note particularly that the weighting of the points for the sections Horticulture, Environment and Community is in the ratio of 40:30:30. Just remember that it isn't "All about flowers".

Judging of entries will take place between:

28th June – 3rd July 2020.

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 20th 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 Thursday,

3rd September 2020 at Les Cotils

The results of the competition, 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 be invited to represent the Bailiwick in the Britain in Bloom National Finals in the year 2021. We have the option of inviting another community to represent the Bailiwick in the Britain in Bloom competition as well as the winner of the Lady Dorey trophy.

The community representing the Bailiwick in Britain in Bloom will not be eligible to enter the Community Competition during the same year. However, they may still enter for any of the Community Awards and can request advisory visits from the judges during judging week, provided the judging schedule allows.



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. Judging day will be Monday 29th June 2020.

For those parishes entering the Community 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 3rd September at Les Cotils.

Entry date:

To register your entry please complete and return the entry form available from Caroline

Entries should be sent to: Caroline Allisette, Les Amballes Lodge, Les Amballes, St. Peter Port GY1 1WU no later than

6th April 2020.

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

Best Douzaine Room Award marking sheet

Judging criteria:	Possible marks
Colour and overall effect	20
Condition and cultivation	15
Design	20
Variety of plants	10
Cleanliness and maintenance of grounds	15
Impact of display	20
Total	100
Award	

Douzaine Awards	
Gold	85—100
Silver Gilt	72—84
Silver	60—71
Bronze	50—59

How to Enter.

These awards are open to all communities, a chance to recognise outstanding people and features. If you have entered the Community Competition, the judges will automatically score your Community Award entries during the tour, but you may wish to point them out as you go.

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

Awarded to the best douzaine room overall.

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.

Best New Project

An award to recognise an outstanding new project.

Community Award – Ossie Falla Trophy

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

Conservation and Wildlife Award

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

Floral Guernsey Theme Award

This award recognizes current interests and topics in the islands. The theme for 2020 is **“Heritage 75, marking 75 years of Liberation”** 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.

Heritage Award

Awarded to the community that best

encourages activities and links to recognize and celebrate their unique local history.

Horticultural Excellence

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

Most Improved Feature

To recognise improvements of existing features

Schools Award – The Norma Ozanne Trophy

Presented to the school that best reflects the aims of the competition – horticulture, environment and community. Please note that the judges will want to speak with the children involved.

Tourism Award

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

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.

The Joc Watts Award

Awarded to an individual who has made an outstanding contribution to Floral Guernsey, awarded by the Floral Guernsey Foundation.

Judges’ Commendations

In addition to making the above Awards, the judges will note other outstanding features during the tour, including 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.

Please send in your nominations to Caroline by Monday 25th May 2020.

Community Grants

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.

The Floral Guernsey Foundation is subject to audit. All grant money needs to be accounted for. If you are applying for a grant, please make sure you are able to meet the terms and conditions below.

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 'top up' grant as a sponsorship match. Sponsorship can be cash, materials or labour provided by a commercial company that would normally be charged. The aim is to encourage the organisation of fund-raising activities and events. Such events also have the positive benefit of getting publicity for your group. 'Windfall' donations will not qualify for sponsorship matching.

The maximum amount top up is limited to £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

Please read carefully!

The applicant must:

- Set up a dedicated bank account. Grants will only be paid into this account and Floral Guernsey may ask 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 2020

Registration and Applications for grants:
16th March 2020

Submission of accounts and application for top up grant: **16th November 2020.**

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

Grant Amounts

Category	Population Range	Community Names	Grant for Communities entering competition	Grant for Communities not entering competition	Grant for Britain in Bloom Finalists
Village Small 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
Town, Small Town	2,501 – 12,000	Castel St Martin St Sampson Vale	£1,875	£1,250	£2,875
Large Town Large Coastal	12,001 – 35,000	St Peter Port	£2,250	£1,500	£3,250

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.

DATA PROTECTION

Floral Guernsey stores the information that you give when applying for a grant. Names and email addresses may be shared among all the community groups but will not be passed to other parties.

Details of bank accounts and financial records are stored safely and kept confidential.

In applying for a grant, you undertake to accept these conditions.

Checklist and key dates

Deadline Dates 2020	Task	Date task completed
Monday 16 th March	<p>Application for grants and entries for the Community Competition</p> <p>Email: carolineallisette@floralguernsey.co.uk</p>	
Monday 6 th April	<p>Registration of entries for Best Douzaine Room Award and Small Community Competition Email: carolineallisette@floralguernsey.co.uk</p>	
Monday 20 th April	Actual Judging dates for Community, Douzaine and Small Community competitions to be notified to entrants	
Monday 1 st June	<p>Start and finish points of your route for the Community Competition</p> <p>Entries for Community Awards</p> <p>Email:carolineallisette@floralguernsey.co.uk</p>	
Monday 1 st June	Send 3 x copies of your portfolio to Caroline	
Monday 27 th July	Return all trophies to the competition organiser. Please deliver to Caroline at the address below.	
Sunday 28 th June – Friday 3 rd July	Community Competition Judging	
Thursday 3 rd September	Awards Evening at Les Cotils	
Monday 16 th November	Grants – Send in your reconciliation of income and expenditure to Caroline. If claiming top up grant, include all details of sponsorship raised.	
Monday 16 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

COMMUNITY MARKING SHEET			
NAME OF ENTRY		MAX SCORE	ACTUAL SCORE
CATEGORY			
A1	Impact - Design, colour, appropriate choice of plants, special features, innovation, overall effect. Areas - Residential, community gardening, parks, businesses, open spaces, natural environment.	20	
A2	Horticultural Practice and Cultivation - Feeding, watering, maintenance, timing. Areas - Residential, community gardening, parks, businesses, open spaces, grass cutting, trees, shrubs and hedgerows	20	
TOTALS SECTION A		40	
SECTION A: AREAS OF ACHIEVEMENT			
SECTION A: AREAS OF DEVELOPMENT			
B1	Local Environment quality - Management of vacant areas, litter, graffiti, dog fouling, fly posting. Conservation - Preservation schemes, awareness of biodiversity, avoidance or reduction of harmful effects, re-use and recycling	15	
B2	Pride of Place - Maintenance of street furniture, signage, art in the landscape, hard landscaping, information boards, schedule of events, local heritage story.	15	
TOTALS SECTION B		30	
SECTION B: AREAS OF ACHIEVEMENT			

SECTION B: AREAS OF DEVELOPMENT

C1	Community participation - Development and sustainability of local bloom initiatives, engagement with other community groups including young people. Publicity material, media coverage including social media and websites	15	
C2	Year-round involvement - Fundraising, sponsors and local businesses support, schedules of events, group-building activities, fun and family events. 15 minute explanatory session for judges.	15	
TOTALS SECTION C		30	

SECTION C: AREAS OF ACHIEVEMENT

SECTION C: AREAS OF DEVELOPMENT

TOTAL POINTS AWARDED	100	
MEDAL AWARDED		

ADDITIONAL NOTES:

MEDAL POINTS RANGE:	100	40	30	20	15
GOLD	85 - 100	34 - 40	26 - 30	17 - 20	13 - 15
SILVER GILT	75 - 84	30 - 33	22 - 25	15 - 16	11 - 12
SILVER	60 - 74	24 - 29	18 - 21	12 - 14	9 - 10
BRONZE	50 - 59	20 - 23	15 - 17	10 - 11	7 - 8
DATE:					
JUDGES:					

Note: This is a condensed version of the RHS Britain in Bloom marking sheet. The full version can be found at <https://www.rhs.org.uk/get-involved/britain-in-bloom/documents/documents/RHS-Britain-in-Bloom-Standard-Marking-Sheet.pdf>