

NORTHUMBRIA IN BLOOM MARKING CRITERIA

Horticulture		
A1	Overall impression	Taking account of all relevant factors, how strong is the impact of this entry in creating a memorable impression? Are the designs and materials used appropriate to their locations? Emphasis on coordination and overall quality.
A2	Maintenance of planted areas	Are the areas within the entry maintained to an appropriate standard, including cultivation, weeding, feeding, pruning, and grass and tree maintenance, including management of dead tree material?
A3	Plant selection	Are the plants used in the planting schemes suited to their growing conditions and locations and is there year-round interest where appropriate?
A4	Plant Quality	Are the plants vibrant and grown to their full potential?

Environment		
B1	Local identity and pride of place	Is there a sense of place, with appropriate acknowledgement of local heritage and its relevance for the community eg art in the landscape, signage and interpretation etc? Consider the pride taken in hard landscape (including streets), open spaces (including grassed areas and beaches), street furniture maintenance etc
B2	Natural environment	Is there an understanding of what biodiversity means locally, eg regarding the protection and conservation of the natural environment and wildlife habitats? The provision of appropriate wildlife areas, bat/bird boxes and insect hotels, aquatic and if applicable marine conservation sites. Has an assessment of their effectiveness been made, where possible?

B3	Environmental quality and resources	What has been done to minimise the use of resources eg water, chemicals, pesticides; and to implement solutions like recycling, composting etc. to include cleanliness, absence of litter, street weed, graffiti, vandalism, flyposting, temporary signage and chewing gum. Also plastic management, effective dog fouling control measures and gully cleaning.
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Community		
C1	Year round activity and future commitment	Evidence of forward planning and year-round activities, initiatives or events. Highlighting where they are adding value and demonstrating the strengths or uniqueness of the entry.
C2	Communication, education and awareness	Use of suitable interpretation, enabling learning and a greater understanding of purpose. Engagement with schools, young people or other groups. Promotion within the immediate area through local and regional communications (parish magazine, newspapers and social media). Appropriate communication and media involvement evidenced.
C3	Support and funding	Has the entry made every effort to engage the support of a wide variety of local groups and organisations? Participation should be representative of the local community. Evidence of fundraising and on-going support from a range of businesses and organisations appropriate to the size of the entry, making it viable and able to continue moving forward.

Oct/22