

press coverage, publicity materials

Community participation – engaging a wide range of people from across all areas of the community	10	6
Year-round involvement – schedules of events and supporting evidence of year-round activity	10	6
Funding and Support – initiatives to secure on-going support for the local bloom campaign including local business support	10	9

Maximum Points Available	200
Total Points Awarded	140
Award Nomination	Silver-Gilt

Section A - Areas of Achievement

• Visual seasonal displays and borders are created and maintained by the volunteers and local businesses. The plants in containers generally look healthy with very little pest and disease damage, creating a welcome feeling to the town, a strong sense of place and ownership. • The volunteers are able to obtain sponsorship from businesses to purchase compost, plants and containers for the town. • Annual 'In Bloom' competition encourages businesses and residents to participate and raises the profile of the town. • Excellent choice of plants for the containers providing colour throughout the season. • Some residential areas improve their premises with seasonal displays for residents and visitors to enjoy the display. • Excellent displays by the local pubs, particularly the "Kings Head"

Section A - Areas for Development

• Encourage more businesses to get involve to produce more season displays • Consider the choice of plant for each location, soil and aspect before planting. In some cases plants chosen generally enjoy sun have been planted in the shade. Ground cover planting more appropriate in the Library bed. • Further Investigation of the owners of the Market Square is required to aid financing and improving the area. Requires assistance from the Town Council. • Contact with English Heritage to convince the owners of The Abbey that they should be more involved [I seem to remember that they were more involved 5 years ago] to improve the frontage appearance and the square with seasonal displays. • Redesign of the "Acorn Bed" is required to use shade tolerant species under the Oak tree. • Ensure beds are well mulched, fertilised each spring to aid maintenance and seal in the moisture. • The "Choral Society" bed is needing some replanting, looking a little tired. • Consider using wild flower turf than seed, quicker establishment and display.

Section B - Areas of Achievement

• Hard surfaces are clean and tidy, with no graffiti in sight. • Only a small number of businesses are empty. • Excellent to see art displayed through the alleyway. • Art depicting the battle of Hastings displayed on the roundabout emphasises the historic background of the town. • Green waste is composted at the cemetery • Street furniture is well maintained by the volunteers and Town Council.

Section B - Areas for Development

• The art display is not clearly sign posted to encourage visitors to enjoy. • Can the composting be held at the same venue where the greenhouse is located? Consider if the local farmer could turn it occasionally for the volunteers. • Develop walks and tours for interested parties during low visitor numbers, evenings and weekdays. Finances gained can be used towards the maintenance of the town. Investigate local stories, haunted? To raise awareness, can they be sponsored? • Develop more about the local heritage, old buildings and natural spaces, the type of footpaths along the street? Include the Almonry and Cemeteries at the Parish church and Battle cemetery.

Section C - Areas of Achievement

• Successful obtaining sponsorship from businesses, to fund plants, compost and containers. • Up to 20 volunteers help Beautiful Battle throughout the year. • A good number of businesses help to create and maintain their containers outside their business. • An excellent relationship between the council and the volunteer group.

Section C - Areas for Development