

	Category	Section	Marks	Score	Lost	Achieved	Comment	
A	Horticultural Achievement	Impact – design, colours, appropriate choice of plants, special features, presentation, innovation	20	15	5	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.	In practice, this is what BB does. However, BB has to produce a floral display all year round and not just for the day that SSEiB judge the town. BB has no intention of covering the Library Bed with ground cover plants only.	BB
						Redesign of the “Acorn Bed” is required to use shade tolerant species under the Oak tree.	At the request of BTC, BB is removing the Acorn Bed as BTC has another purpose for that area. Will not be a BB concern in 2018.	BB BTC
	Horticultural practice – cultivation and maintenance, quality of plants, sustainability, new planting	20	16	4	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.	Not sure what SSEiB expects from this. English Heritage is a law unto itself. It has little interest in Abbey Green and passed management to BTC and BB. EH will not allow further displays/seat etc. The frontage to the Abbey is keep clear so visiting groups can congregate there.	BTC	
					Ensure beds are well mulched, fertilised each spring to aid maintenance and seal in the moisture.	BB mulches each bedding area, that it is responsible for, every year with mulch obtained from Robins of Horsmonceux	BB	
					The “Choral Society” bed is needing some replanting, looking a little tired.	Choral Bed taken back under BB management. It has been tidied, pruned and replanted.	BB	
	Residential and Community Gardening – residential, communal areas, allotments, public buildings	20	12	8		Assume this, in part, refers to Cherry Garden allotments.		
	Business Areas and Premises – retail and shopping areas, leisure sites, transport, terminals, car parks, farms, rural businesses, pubs, post offices, tourist areas/attractions, offices, estate agents etc.	20	13	7	Encourage more businesses to get involve to produce more season displays	BTC has provided window boxes to premises in the High Street and, with a few notable exceptions, the businesses have failed to water them.	BTC	
					Further Investigation of the owners of the Market Square is required to aid financing and improving the area. Requires assistance from the Town Council.	Market Square is planted by BB. None of the businesses there provide sponsorship despite being asked. The main business, Jempsons, does empty bins but provides no funding for floral displays.		
Green Spaces – verges, parks and open public spaces	20	14	6	Consider using wild flower turf rather than seed, quicker establishment and display.	Wild flower turf is very expensive and presume further funding is not available	BTC		
			100	70	30			

	Category	Section	Marks	Score	Lost	Achieved	Comment	
B	Environmental Responsibility	Conservation and biodiversity – wildlife areas, natural habitat and conservation sites	10	5	5		The wild flower project should address some of the issues here.	BTC
		Resource management – recycling, minimising demand placed on natural resources and any harmful impact on the environment	10	7	3	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.	No. BB only rents a greenhouse at Uckham Lane Nurseries. Composting is done at Battle Cemetery. BB has a compost heap at the rear of the Almonry plus two water butts.	
		Local heritage –management and development of local heritage and/or identity, inclusive of natural heritage	10	7	3	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?		BTC
						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.		BTC
		Local environmental quality – management of vacant premises and plots, litter, graffiti, fly-posting, dog fouling etc.	10	9	1			
		Pride of place – management of street furniture, signage, art in the landscape and hard landscaping.	10	7	3	The art display is not clearly sign posted to encourage visitors to enjoy.		BTC
			50	35	15			

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C Community Participation	Development and continuity - Development and sustainability of the local bloom initiative and evidence of on-going projects	10	8	2		
	Communication and education - community awareness and understanding, engagement with schools and young people and/or other community groups, press coverage, publicity materials.	10	6	4		
	Community participation – engaging a wide range of people from across all areas of the community	Encourage town centre residential areas, such as St Martins to get involved.	10	6	4	Warden care - residents are elderly and infirm. They support by financing the railing displays outside their premises. Flower beds are the responsibility of their maintenance team.
		Encourage English Heritage to work with the town council and volunteers not only to improve the square but also the frontage of the Abbey.				EH does not want to improve the area any further.
		Encourage the fire service to help maintain their frontage, take some pride in their area and get involved.				The Diamond Jubilee Garden and the Fire Station Bed are maintained by BB. The Fire Service has no input and the land is owned by ESCC
	Year-round involvement – schedules of events and supporting evidence of year round activity	10	6	4	Publicise businesses that are involved, through the local and social media. Free advertising for them, may encourage others?	BB advertises on its website the businesses that sponsor BB. In addition, BB places plaques on containers, hanging caskets and flower naming sponsors.
	Funding and Support – initiatives to secure on-going support for the local bloom campaign including local business support	10	9	1	Create a newsletter that can be displayed at various outlets to get the message out to others the need for more volunteers. Publicise the work carried out. Survey residents, visitors and businesses, what they would like to see in Battle, are they aware of the volunteers? Gather interest for further sponsorship, essential to provide the floral displays and the keep the high streets clean and tidy.	BTC already produces a quarterly newsletter. BB has its own website and Facebook page. BB has a reasonable number of volunteers and does not need to recruit large numbers of volunteers.
Total		50	35	15		
		200	140	60	Silver Gilt 139 - 169 points 3 points and over deducted 	

GENERAL COMMENT

<p>Previously Beautiful Battle have given the judges a short presentation and judges presented with a route plan to indicate the time at various locations. We seemed to be wandering rather than a timed walk, a plan at the start helps judges to plan questions appropriate to the areas visited, the BB representatives believed that this was no longer needed. The dry season has obviously affected the appearance of the town and it did not seem as colourful as usual.</p>	<p>Clearly the judges wish more input from BTC in the form of a presentation, a planned route and timings (although SSEiB advised in the past that this was not necessary).</p>	<p>BTC</p>
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