



Name of entry: AMERSHAM	Judging Date: 14 <sup>th</sup> July 2015
Category: Town	Judges: Pete Thompson & Anne Kempson

**Introduction:** Another excellent entry from Amersham this year, building on recent successes. The impact of the various ornamental planting schemes, both those from the Council and also the individual businesses and gardens, was very welcoming for visitors, and demonstrated the town's very evident Pride of Place.

The judges like the way that Amersham has embraced the RHS theme 'Great Green Spaces' in their provision and maintenance of their parks and other public places, particularly the new orchard at Pondwicks Meadow.

The wealth of voluntary support for the Bloom, not only the Street Buddies, but also the schoolchildren and 11 other community groups.

#### 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	18
A2.	Horticultural practice – <i>cultivation and maintenance, quality of plants, sustainability, new planting</i>	20	18
A3.	Residential and Community Gardening – <i>residential, communal areas, allotments, public buildings (grounds of churches, schools etc.), car parks</i>	20	17
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	18
A5.	Green Spaces – <i>verges, parks and open public spaces</i>	20	17
<b>TOTAL POINTS AWARDED FOR SECTION A</b> <i>50% of maximum points</i>		<b>100</b>	<b>88</b>

#### Areas of Achievement:

- The overall floral impact was very welcoming;
- Volunteer maintained displays in Memorial Gardens and elsewhere, schoolchildren's involvement in design of signature beds;
- The new orchard area Pondwicks Meadow, a Great Green Space;
- The 'Grow and Show' bed, and the Sunflowers planted by street nameplates;
- The expansion to the very attractive and effective wildflower meadows;
- The street tree planting scheme (resident support & maintenance);

- The delightful Amersham Museum herb garden;
- Floral displays by very many individual businesses, most notable The Eagle PH.

**Areas for Improvement:**

- Make more of showing front gardens

**SECTION B – Environmental Responsibility**

Assessing year-round activities improving environmental responsibility.

		MAX	ACT.
<b>B1.</b>	Conservation and biodiversity – <i>wildlife areas, natural habitat</i>	10	9
<b>B2.</b>	Resource management – <i>recycling, minimising demand placed on natural resources and any harmful impact on the environment</i>	10	8
<b>B3.</b>	Local heritage – <i>management and development of local heritage and/or identity, inclusive of natural heritage</i>	10	8
<b>B4.</b>	Local environmental quality – <i>management of vacant premises and plots, litter, graffiti, fly-posting, dog fouling etc.</i>	10	8
<b>B5.</b>	Pride of place – <i>management of street furniture, signage, art in the landscape and hard landscaping</i>	10	8
<b>TOTAL POINTS AWARDED FOR SECTION B</b> <i>25% of maximum points</i>		<b>50</b>	<b>41</b>

**Areas of Achievement:**

- The celebration of local and national heritage ‘Great Events’ - the work of 1<sup>st</sup> Chesham Bois Scouts; it was fun to meet the Lollard!
- Community efforts put into litter picking, and removal of weeds in town centres;
- Emphasis on wildlife conservation and biodiversity;
- Composting of green waste, and good management of other resources;
- The good condition of most of the street furniture.

**Areas for Improvement:**

- Weeds visible in some paved areas (areas on main roads);
- Some street nameplates were in poor condition.

<b>SECTION C – Community Participation</b>			
Assessing year-round community participation			
		<b>MAX</b>	<b>ACT.</b>
<b>C1.</b>	Development and continuity - <i>Development and sustainability of the local bloom initiative and evidence of on-going projects</i>	10	9
<b>C2.</b>	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	9
<b>C3.</b>	Community participation – <i>community involvement is representative of the community's size and diversity</i>	10	9
<b>C4.</b>	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	8
<b>C5.</b>	Funding and Support – <i>initiatives to secure on-going support for the local bloom campaign including local business support</i>	10	8
<b>TOTAL POINTS AWARDED FOR SECTION C</b> <i>25% of maximum points</i>		<b>50</b>	<b>43</b>
<b>Areas of Achievement:</b>			
<ul style="list-style-type: none"> <li>• Very effective outreach, using Amersham News and social media; the Amersham in Bloom banner on Market Hall;</li> <li>• Continuing success of Street Buddies;</li> <li>• Chestnut Lane school – involvement in gardening of <i>all</i> the children;</li> <li>• Forward plans for development of Amersham in Bloom, including for the forest school;</li> <li>• The great extent of voluntary input;</li> <li>• Involving school children in designing signature beds.</li> </ul>			
<b>Areas for Improvement:</b>			
<ul style="list-style-type: none"> <li>• Use portfolio more effectively to show more out of season features and details of some of the schemes, perhaps follow judging sheet structure.</li> </ul>			
<b>GRAND TOTAL POINTS AWARDED</b>		<b>200</b> <i>(max.)</i>	<b>172</b>
<b>MEDAL AWARDED</b>		<b>GOLD</b>	