

 <p>Urban Areas Marking Sheet</p>	Name of Entry									
	Judges									
	Date of Assessment									
Category: BID, Town Centre or City Centre / Urban Community (indicate appropriate category)										
MAXIMUM OF 10 POINTS PER SUB SECTION								Total marks in sections A, B & C		Medal level in sections A, B & C
A Horticulture 40%	A1		A2		A3		A4			
B Environment 30%	B1		B2		B3					
C Community 30%	C1		C2		C3					
Total Score out of 100:						Overall Medal Awarded:				
Medal Guide: Gold, Excellent 85-100 Points; Silver Gilt, Very Good 75-84 Points; Silver, Good 60-74 Points; Bronze, Satisfactory 50-59 Points. 49 Points and below – no medal awarded.										
Introduction and Overall Impression: <i>(Please expand space as required to fit judging comments).</i>										

Judges Feedback Section A – Horticulture: <i>(Please expand each space as required to fit judging comments).</i>
Areas of Achievement:
Recommendations/suggestions from your Judges:
Judges Feedback Section B – Environment: <i>(Please expand each space as required to fit judging comments).</i>
Areas of Achievement:
Recommendations/suggestions from your Judges:
Judges Feedback Section C – Community: <i>(Please expand each space as required to fit judging comments).</i>
Areas of Achievement:
Recommendations/suggestions from your Judges:
Comments on Discretionary Awards (self-nominations or judges' nominations – this box replaces the need for judges to fill in nomination forms):

		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5-0
A1	<u>Overall Impression</u> Are the overall design and materials used within the entry appropriate to the location and do they generate a positive image?	High impact with excellent attention to detail delivering the desired results in an appropriate and consistent manner.	Most areas are high impact with very good attention to detail, although a few are inconsistent. The entry is generally very good.	Good overall effect although not always balanced. Some areas make an impact, others need to be more vibrant with better design.	Although generally satisfactory , more attention to detail is required in order to increase impact and improve consistency of design.
A2	<u>Maintenance of Planted Areas</u> Are the areas within the entry maintained to an appropriate standard including cultivation, weeding, feeding, pruning, grass maintenance, tree management and maintenance?	Excellent standards of cultivation. Very consistent throughout. Horticultural maintenance and general care is outstanding.	Standards are very good with few exceptions. Horticultural maintenance is managed very consistently.	Standards of horticultural maintenance are good and fairly consistent. There are a few exceptions where further attention is required.	Standards are generally satisfactory . However, the horticultural maintenance programme requires more attention to detail in some areas.
A3	<u>Seasonal Displays</u> Are plants used to enhance the visitor experience and celebrate seasonal or local annual events?	Excellent use of plants to enhance the visitor experience and celebrate seasonal or local annual events.	Very good use of plants to enhance the visitor experience and celebrate seasonal or local annual events.	Good use of plants to enhance the visitor experience and celebrate seasonal or local annual events, but further improvements could be made.	Overall satisfactory use of plants to enhance the visitor experience and celebrate seasonal or local annual events, but significant improvements could be made.
A4	<u>Plant Selection and Quality</u> Are the plants used in the planting schemes suited to their growing conditions and locations and is there year-round interest, including, where appropriate, the use of vertical walls or roof gardens?	Excellent plant selection with extensive year-round interest. Very high quality and appropriate use of plants.	Plant selection is very good overall, with only a few exceptions and ample year-round interest.	Plant selection is generally good , but there is room for improvement in some areas in order to extend year-round interest.	Plant selection is satisfactory however it requires further consideration in order to extend the season and maintain interest.

		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5-0
B1	<u>Local Identity</u> Is there a sense of place, with appropriate heritage, art in the landscape, signage and interpretation?	Extensive evidence of efforts to highlight/enhance local identity. An excellent impression made about what makes the area unique.	Considerable evidence of efforts to highlight/enhance local identity. A very good impression made about what makes the area unique.	Some evidence of efforts to highlight/enhance local identity. A good impression made about what makes the area unique.	Little evidence of efforts to highlight/enhance local identity. A satisfactory impression made about what makes the area unique.
B2	<u>Built Environment</u> Consider management and maintenance of commercial and residential stock, vacant properties and plots, building and development controls including the appropriate screening and associated interim enhancements of development sites.	The built environment is managed to an excellent standard, with high quality controls on existing and future developments in place.	The built environment is managed to a very good standard with adequate controls of existing and future development sites in place.	The built environment is managed to a good standard with reasonable attempts at control of existing and future development sites in place.	The built environment is managed to a generally satisfactory standard however there are concerns that measures are not in place to manage existing and future developments.
B3	<u>Hard Surfaces</u> To include cleanliness, absence of litter, street weeds, graffiti vandalism, flyposting and chewing gum, water conservation and recycling initiatives, hard landscape of public open spaces and street furniture maintenance and effective dog fouling control measures.	All areas are cleaned to an excellent standard. Street furniture including litter bins and seating is in excellent condition. There is effective control of street weeds, no graffiti vandalism or flyposting. Excellent evidence of recycling initiatives.	All areas are cleaned to a very good standard. Street furniture including litter bins and seating is in very good condition. There is very good control of street weeds, little graffiti vandalism and flyposting. Very good evidence of recycling initiatives.	All areas are cleaned to a good standard. Street furniture including litter bins and seating is in good condition. There is generally good control of street weeds, but evidence of some graffiti vandalism and flyposting. Reasonable evidence of recycling initiatives.	All areas are cleaned to a generally satisfactory standard. Street furniture including litter bins and seating is in variable condition. There is a lack of control of street weeds, and evidence of considerable graffiti vandalism and flyposting. Little evidence of recycling initiatives.

		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5-0
C1	<p><u>Year Round Activity and Future Commitment</u></p> <p>Documented evidence of forward planning and year round activity adding value, highlighting any events that make the area unique and demonstrate the present strengths of the entry.</p>	<p>Excellent evidence of activity taking place throughout the year and of advanced planning. The annual programme of activity is exceptional.</p>	<p>Very good evidence of activity taking place throughout the year and of advanced planning giving this entry a real strength.</p>	<p>Good evidence of activity taking place throughout the year and of advanced planning.</p>	<p>Satisfactory evidence of activity taking place throughout the year and of advanced planning, but some areas of improvement needed.</p>
C2	<p><u>Communication and Awareness</u></p> <p>Within the immediate area through regional and local marketing, involving all sections of the community. Communication and media involvement evidenced. Use of suitable interpretation enabling learning and a greater understanding.</p>	<p>Communications are extremely well evidenced. Community and media involvement and public awareness are excellent.</p>	<p>Communications are very well evidenced. Community and media involvement and public awareness are very good.</p>	<p>Communications are well evidenced. Community and media involvement and public awareness are good. A few missed opportunities.</p>	<p>Communications are evidenced. Community and media involvement are satisfactory but somewhat limited and overall there is room for improvement.</p>
C3	<p><u>Funding and Support</u></p> <p>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. Is there sufficient evaluation and evidence of the economic impact of various initiatives?</p>	<p>Excellent level of funding and support that ensures the viability of the entry into the future, there is excellent evidence of the economic impact of the initiative.</p>	<p>Very good level of funding and support that ensures the viability of the entry, with very good evidence of the economic impact of the initiative.</p>	<p>Good level of funding and support that ensures the viability of the entry and sustains present projects. Evidence of economic impact of the initiative is a little weak.</p>	<p>Satisfactory level of funding and support that ensures the viability of the entry and sustains present projects. Very little evidence of the economic impact of the initiative.</p>

Judges/entrants notes

- The new style report and assessment form has rebalanced the existing scoring system to 40:30:30 reflecting the greater importance of the environment and the (business) community.
- The form has expandable sections under overall impression and Judges' feedback allowing the judges to provide comprehensive and meaningful comments as much as they deem necessary.
- Should any element through no fault of the Group be absent then judges should use an average mark for that element only (average in most cases will be within 7-6). If the element is inappropriate to the area then the judges should not mention it in the feedback.
- There is a new section under A to assess the use of plant material to celebrate seasonal or local annual events, this may include the use of seasonal planting, baskets, containers or evidence of planting used at Christmas/Easter or other events.
- Applicable for entrants to the 'Business Improvement District (BID) / Town Centre or City Centre' category only:
 - The BID/ Town Centre or City Centre category is a "one size fits all" but there needs to be an allowance made within the judging process to take into account the scale of endeavour, for instance some BID may be quite small in comparison to a large City Centre. The scale of endeavour takes into account not only the size of the entry but the geographic, and regenerative effect of what has been achieved against what can often be a difficult and challenging baseline.
 - Whilst the geographic size of most BID can be quite easily defined, the boundaries of Town and City centres are harder to establish. The maximum radius for BID/Town Centre or City Centre shall be 0.5 miles from a self-determined point giving a maximum 1 mile diameter. The size of the entry will determine the judging period, and shall be no more than 2 hours plus the standard 15 min presentation and press. The entry to determine the exact centre and radius and submit this on a map in their portfolio.
 - A larger Town Centre or City Centre entry can include a number of smaller BIDs, and a larger BID entry can also comprise of several smaller BIDs.
 - The presentation and portfolio should include an annual development plan reporting against a baseline, where the entry has come from and how much has been achieved.