

## Information for Finalists'

Finalists' Seminar  
26 February 2009  
Sheffield



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## In this session

- Discretionary Awards
- Launch Event
- Key Dates
- RHS Contacts



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## Discretionary Awards

- Opportunity for additional recognition
- Highlight relevant features, programmes, activities
- Nominate individuals
- Selected by national judging panel



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## Conservation & Environment Award



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## Environmental Quality Award



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## Community Award



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## Launch Event

- 21 March 2009, Interfaith Garden, Crawley
- Launch Britain in Bloom & Neighbourhood Awards 2009
- Raise Awareness
- Increase participation
- Highlight benefits of participation
- Announce changes to Britain in Bloom



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## Programme

- 09.30 Arrivals & Health & Safety Briefing
- 09.45 Welcome from Crawley
- 09.50 Welcome & Thank you from RHS
- 10.00 VIPs view the children's fountain design competition entries in Crawley Horticultural Society's Hall
- 10.00 Work begins... Preparing and planting of 2 beds plus other work pruning, weeding etc. around the rest of the garden
- 11.00 Journalists/Media arrivals and briefings
- 11.30 Tree planting – Davidia or Dove Tree which symbolises peace will be planted as a focal point in the garden; **Official photos/press call** during tree planting
- 12.00 Event ends



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## Get involved!

- Host your own launch event on the day
- Issue a press release launching your local campaign



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## Key Dates

13 Feb. – Finalists' Questionnaires Due  
*(Please submit ASAP if you have not already done so!)*

3 July – Portfolios Due

3-14 Aug. – Judging Fortnight

17 Aug. – Finalists' Images Due

23 Sept. – Awards Ceremony, Torbay

24 Sept. – Judges' Surgeries



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## RHS Contacts

MAIN CONTACT:

Tomi Alalade

Community Campaigns Co-ordinator

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## RHS Contacts

PR CONTACT:

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## RHS Contacts

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**THANK YOU!**

**GOOD LUCK!**

Please don't forget to submit your feedback forms on the way out!



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