

## New Judging Criteria

Finalists' Seminar  
26 February 2009  
Sheffield



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## Background

- Britain in Bloom Survey
- February 2007 Workshop
- Judges' Feedback
- RHS Driving Goals



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## Why?

- Simplification
- Transparency
- Relevance
- Focus
- Long-term viability



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## How were the changes decided?

These changes were developed by:

- Consultation with the DSG
- Consultation with Judges
- Consultation with the Regions/Nations
- Trial of the new marking sheet



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## New Core Pillars

- Horticultural Achievement
- Environmental Responsibility
- Community Participation



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## What has been added/removed?

- Nothing...
- The changes were achieved by:
  - Moving criteria around into the new sections
  - Changing the value (points) of the criteria



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## So what has changed?

- The existing criteria have been re-organised into new sections
- There are 3 sections instead of 5 and they're cleaner and clearer
- The score allocation has been adjusted to reflect the importance of the new pillars



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## Will these changes affect results?

Essentially, no. In the trial:

- Raw scores varied slightly but only in one or two cases
- No medal awards changed



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## So why should we change?

- To ensure the judging criteria reflect the priorities of the campaign
- To make the criteria clearer to the participants (and to BiB critics and champions!)
- To make the campaign more relevant to the concerns of communities today



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## So why should we change?

- To make it easier for sponsors to see the benefit of supporting the campaign at local, regional and/or national level
  - They have 3 CLEAN & CLEAR “hooks” to exploit
- To make the judging simpler and more straightforward
- To ensure the long-term viability of the campaign by ensuring it is relevant and can sustain adequate support on all levels



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## New Marking Structure

- 3 sections which match the 3 core pillars
  - Horticultural Achievement (50%; max 100 points)
  - Environmental Responsibility (25%; max 50 points)
  - Community Participation (25%; max 50 points)



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## New Marking Structure

### Section A: Horticultural Achievement

- Section A1: Impact
- Section A2: Horticultural Practice
- Section A3: Residential & Community Gardening
- Section A4: Business Areas & Premises
- Section A5: Green Spaces

Each worth 10% or a max. of 20 points



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## New Marking Structure

Section B: Environmental Responsibility

- Section B1: Conservation & Biodiversity
- Section B2: Resource Management
- Section B3: Local Heritage
- Section B4: Local environmental quality
- Section B5: Pride of place

Each worth 5% or a max. of 10 points



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## New Marking Structure

Section C: Community Participation

- Section C1: Development & Continuity
- Section C2: Communication & Education
- Section C3: Community Involvement
- Section C4: Year-round Involvement
- Section C5: Funding & Support

Each worth 5% or a max. of 10 points



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