



Richmond Borough in Bloom

DIAMOND JUBILEE SHOPPING PARADE COMPETITION 2012

In this momentous diamond jubilee year Richmond Borough has the opportunity to celebrate its wealth of historic royal connections in many ways. It is, as it always has been, a great place to shop. This competition invites you to make it even better. It is equally relevant for small independent retailers and the giants; for business of all kinds on the high street or the village parade.

- Visually enhance the shopping experience for all who live here, work here, visit here.
- Bring in MORE shoppers.
- Make Richmond Borough the shoppers' first choice.

IS YOUR SHOPPING PARADE THE BEST IN THE BOROUGH?

Entries are invited NOW. The closing date is June 30th 2012.

What is an entry?

A shopping parade may be:

- ◆ a complete high street, including both sides
- ◆ one side of a high street
- ◆ a section of a high street including both sides, comprising at least 6 properties
- ◆ a section of one side, comprising at least 6 adjoining properties
- ◆ a square of at least 6 properties.

For fairness, in order to compare like with like, all entries will be placed in one of three groups:

- Group 1 - 6-20 properties
- Group 2 - 21-40 properties
- Group 3 - 41 and above properties

From the judging of each group there will be a winner and a runner-up.
The group winner with the highest marks will be acclaimed the overall winner of the competition.

What are the prizes?

**The overall winner will receive the RICHMOND BOROUGH IN BLOOM
DIAMOND JUBILEE SHOPPING PARADE TROPHY 2012**

**Plus - an invitation from Cllr Lord True, Leader of Richmond Borough Council,
for a party of six to enjoy a visit to the House of Lords, transport included.**

Each group winner will receive £500 to be spent on the further enhancement of their parade
in any manner of their own choice - and

Each group entry placed second will receive £250 to be spent on the further enhancement of
their parade in any manner of their choice. Sponsored by Veolia Environmental Services.

FOR JUDGING CRITERIA AND ENTRY ADVICE SEE OVER

TERMS AND ENTRY ADVICE

1. The entry form must state the exact address number of the properties at either end of the street or section being entered. A marked-up street plan would be appreciated but is not a requirement.
2. The street or section may contain shops, business frontages, pubs, empty properties. The total number of properties of all kinds in the entry area must be stated.
3. For each entry there must be a co-ordinator who will be the contact person to whom Borough in Bloom will send information and materials.
- 4. The colour scheme of blooms used for floral display must either be all of, or a selection from: gold, crimson, purple, white.**
5. The use of floral display, according to the availability of your property, may be on:
 - √ hanging baskets affixed to the fascia
 - √ balconies and window ledges
 - √ pavement planters
 - √ street column hanging baskets which you have sponsored through Borough in Bloom.
6. Floral displays may be installed and maintained by yourselves, or by your own chosen supplier. *Please note that Windowflowers Ltd is offering special terms to entrants for supply and maintenance - see separate sales sheet/order form. To use this service, orders will need to be placed by March 31st.*
7. Entry co-ordinators will be supplied with stickers, enough for each individual property to display, which announce its inclusion in the Jubilee Shopping Parade Competition.
- 8. The closing date for entries is Saturday June 30th 2012.** The completed form should be sent to: Richmond Borough in Bloom, 7 Strawberry Hill Road, Twickenham TW1 4QB.

JUDGING CRITERIA

The judging panel, chosen by Richmond Borough in Bloom, will visit all shopping parades entered in the **week commencing July 16th**. *If there has to be any change of this date co-ordinators of entries will be notified.*

The judges will be assessing the entry area **as a whole**, although this will involve inspection of individual properties. It is appreciated that in some streets/parades there may be empty properties. These will *not* penalise an entry. We also understand that not every retailer or business in the area may be willing to participate - and this *will* reduce overall marks - because the aim is to achieve maximum concerted effort. Full participation will win the highest rewards.

Marks for the **entry as a whole** will be awarded for :

- colour scheme - how the royal colours have been balanced for best effect
- maintenance - standards of care and cleanliness
- creativity - how the shopping environment has been enhanced
- impact - above all, does this area in total have the WOW factor?

The judges' decision will be final.

If you have any questions please email richmondinbloom@btconnect.com.



Richmond Borough in Bloom **DIAMOND JUBILEE SHOPPING PARADE COMPETITION 2012**

ENTRY FORM

Co-ordinator details

NAME & FORENAME Mr/Mrs/Ms/Miss

ADDRESS

POST CODE PHONE/MOBILE

EMAIL

Entry - tick which applies

- a complete high street, including both sides
- one side of a high street
- a section of a high street including both sides, comprising at least 6 properties
- a section of one side, comprising at least 6 adjoining properties
- a square of at least 6 properties.

ADDRESS

Property numbers at each end of entry area:

Total number of properties within entry area:

Tick which group applies:

- Group 1 - 6-20 properties
- Group 2 - 21-40 properties
- Group 3 - 41 and above properties

SIGNATURE OF CO-ORDINATOR DATE

All entries will be acknowledged by email.

Last date for receipt of entries: Saturday, June 30th 2012.

Send to:

**RICHMOND BOROUGH IN BLOOM
7 STRAWBERRY HILL ROAD
TWICKENHAM
TW1 4QB
or as an attachment to
richmondinbloom@btconnect.com**