



## ENTRY KIT 2016

The Horticulture Week Custodian Awards celebrate the best of parks, gardens and tree management, giving in-house gardens and green space managers working to ensure the best possible future for all kinds of green spaces, the chance to showcase their achievements, reward team effort and highlight to stakeholders the vital role they play.

### How to Enter

1. Go to [horticultureweek.co.uk/custodian-awards](http://horticultureweek.co.uk/custodian-awards)
2. Follow the **ENTER NOW** link to complete the online registration
3. Select the category you would like to enter
4. Upload your written submission
5. Upload relevant support material
6. Repeat steps 3 through 5 to make multiple entries
7. Submit entry/ies and make payment where applicable

### Entry Format

Your entry should include the following:

- Project name**
- Employer**
- Executive summary**
- Written submission**
- Support material** (optional)

The word limit for your written submission is 500 words plus an additional 100 word Executive Summary. The 500-word entry is the basis on which you will be judged and shortlisted. It is strongly advised that you do not exceed the word limit (this does not include text within additional support material or headings within the written submission).

### Eligibility Window

The awards will recognise work that was carried out or completed during the period from **November 1 2014 to April 30 2016**.

### What should my entry include?

There are no set rules required for your written submission, but you should address the following 4 criteria points:

- Aims & Objectives
- Planning & Execution
- Innovation & Creativity
- Outcomes

Within these 4 general criteria, you may wish to discuss; income generation, environmental initiatives, contract management, horticulture practice, maintenance, community involvement, promotion, skill development etc.

### Supporting material

Along with your written submission, you may upload any support material that relates to your entry. This may include images, testimonials or financial information. Please note there is a maximum upload file size of 5MB for all documents in total.

For files that exceed the maximum file size, please post these to:

Sarah Fournier, Haymarket Events, Bridge House,  
69 Bridge Road, Twickenham, TW1 3SP

### Entry Fees

- EARLY BIRD £35 + VAT/entry (until 19 April)
- STANDARD £45 + VAT/entry (from 20 April)

*\*Entries received after midnight Tuesday 26 April will be subject to a £10 late fee.*

# Categories & Criteria

## **Parks Management Categories**

Open to local authority, trust and national parks and grounds-care teams.

- ❖ **Best Urban Park Initiative**
- ❖ **Best National Park Initiative**
- ❖ **Best Sports Grounds Initiative**

Awarded to the best example of innovation in any aspect of work leading to enhanced outcomes for the site/s cared for by the team, and its users.

- ❖ **Best Urban Parks Team**
- ❖ **Best National Parks Team**
- ❖ **Best Grounds Care Team**

Awarded to the best team which through clear objectives across all areas of its work, good communication, quality management and excellent technical practice, has succeeded in achieving improved outcomes for the sites in its care, the users of those sites and other stakeholders.

## ❖ **Best Parks Restoration / Development Project**

Awarded to the best parks restoration or development project completed in the past 18 months. The project should show innovation as well as best practice in design, installation, environmental standards, etc.

## ❖ **Best Parks Partnership**

Awarded to the best example of a partnership forged between two or more organisations whether from the public, private or third sector to support and enhance the provision of sustainable green space services.

## **Garden Management Categories**

Open to gardens teams running arboreta, historic and botanic gardens, and private estates

## ❖ **Best Garden or Arboretum Initiative**

Awarded to the best example of innovation in any aspect of work by a gardens or arboretum management team leading to enhanced outcomes for the site/s cared for by the team, and its users.

# Hints & Tips

- **Plan Ahead.** Draft an outline of what you want to get across before you start writing.
- **Create a Story.** Judges like a clear narrative. Go back to grammar school - give the 5 Ws - Who, What, Where, When, Why.
- **Don't Ignore the Fine Print.** Ensure you are covering all of the criteria for your category/ies. Keep to the maximum word count.
- **Choose Support Material Carefully.** There is so much temptation to upload everything. Don't do it. Choose the best and most evocative stats, images and testimonials.
- **Think like a Judge.** The judges might be reading anywhere from 15-20 submissions. Put yourself in their shoes before submitting a final draft. Make it an easy read with clear objectives.
- **Submit on Time!** This is one for us really, as it would make our lives easier. But it also mean avoiding a late penalty fee.

## ❖ **Best Gardens or Arboretum Team**

Awarded to the best example of a gardens or arboretum team which through clear objectives across all areas of its work, good communication, quality management and excellent technical practice, has succeeded in achieving improved outcomes for the sites in its care, the users of those sites and other stakeholders.

## ❖ **Best Gardens Restoration / Development Project**

Awarded to the best gardens restoration or development project completed in the past 18 months. The project should show innovation as well as best practice in design, installation, environmental standards, etc.

## ❖ **Best Gardens Partnership**

Awarded to the best example of a partnership forged between two or more organisations whether from the public, private or third sector to support and enhance the sustainable management of a garden or arboretum.

# Categories & Criteria cont.

## **Tree Care Categories**

Open to local authority tree care personnel, arboriculture and utility arboriculture contractors, and woodland and forestry owners and contractors

### ❖ **Best Urban Street Tree Initiative**

Awarded to the best example of innovation in any aspect of work by a tree-care team leading to enhanced outcomes.

### ❖ **Best Amenity Woodland / Forest Initiative**

Awarded for the best example of innovation in any aspect of work of an urban parks management team leading to enhanced outcomes for the site/s cared for by the team, and its users.

### ❖ **Best Tree Team**

Awarded to the best example of a tree-care team which through clear objectives across all areas of its work, good communication, quality management and excellent technical practice, has succeeded in achieving improved outcomes for the sites in its care, the users of those sites and other stakeholders.

### ❖ **Best Tree or Woodland Partnership**

Awarded to the best example of a partnership forged between two or more organisations whether from the public, private or third sector to support and enhance the sustainable provision of urban street tree or woodland amenities.

## **General Categories**

### ❖ **Best Community / Volunteer Initiative**

Awarded for the best example of a community/volunteer initiative aligned to any aspect of the work of a parks, gardens or tree management team leading to enhanced outcomes.

### ❖ **Horticulture Week Custodian Award**

Awarded to an individual who has made the most exceptional contribution to the management of parks, gardens or tree schemes.

Written evidence should explain what the nominee has done, how they are regarded by their peers and why the nomination is relevant to the current awards qualifying period.

## Key Dates 2016

Closing deadline for early bird entries is midnight **Tuesday 19 April 2016**

Closing deadline for entries is midnight **Tuesday 26 April 2016**

*\*Entries received after Tuesday 26 April 2016 will be subject to £10 late fee.*

Winners will be announced at an awards presentation in **June 2016** (details TBC) and will feature in a special report published in *Horticulture Week* & online at [www.HorticultureWeek.co.uk](http://www.HorticultureWeek.co.uk).

**ENTER ONLINE @ [HorticultureWeek.co.uk/custodian-awards](http://HorticultureWeek.co.uk/custodian-awards)**

For Awards information please contact Sarah Fournier: [sarah.fournier@haymarket.com](mailto:sarah.fournier@haymarket.com)

For Sponsorship opportunities please contact Aisha Roberts: [aisha.roberts@haymarket.com](mailto:aisha.roberts@haymarket.com)