

In Bloom Survey - (Individuals)

The Competition

Q1 How did you find out about the Tunbridge Wells in Bloom competition?

- | | |
|--|--|
| Local Radio..... <input type="checkbox"/> | Local TV <input type="checkbox"/> |
| The Website <input type="checkbox"/> | Local Press..... <input type="checkbox"/> |
| The Borough News..... <input type="checkbox"/> | Word of mouth <input type="checkbox"/> |
| Other <input type="checkbox"/> | |

If Other, please specify

Q2 Which competition do you enter?

- | | |
|---------------------------------------|---------------------------------------|
| Spring <input type="checkbox"/> | Summer <input type="checkbox"/> |
|---------------------------------------|---------------------------------------|

Q3 Which do you enter into the competition?

- | | |
|--|--|
| Home <input type="checkbox"/> Go to Q5 | Business <input type="checkbox"/> Continue with Q4 |
|--|--|

Q4 If you are a business, how does Bloom help to support your business activity?

Q5 How important is The Tunbridge Wells in Bloom Competition to you?

- | | |
|---|--|
| Very important <input type="checkbox"/> | Important <input type="checkbox"/> |
| Neither <input type="checkbox"/> | Not important <input type="checkbox"/> |
| Not very important <input type="checkbox"/> | |

Q6 What do you enjoy most about the competition?

- | | |
|---|---|
| Having something to work towards..... <input type="checkbox"/> | Like entering competitions..... <input type="checkbox"/> |
| Getting feedback from the judges..... <input type="checkbox"/> | Receiving the newsletter <input type="checkbox"/> |
| Meeting other participants at the prize giving <input type="checkbox"/> | Getting a prize to show family and friends. <input type="checkbox"/> |
| Getting a prize to show customers <input type="checkbox"/> | An opportunity to contribute towards making the area a nicer place to live <input type="checkbox"/> |
| A useful marketing tool for my business.... <input type="checkbox"/> | Other <input type="checkbox"/> |

If Other, or marketing tool for my business, please provide more detail

Q7 How much do you agree with the following statements? Royal Tunbridge Wells in Bloom...

	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither</i>	<i>Disagree</i>	<i>Strongly disagree</i>
Helps encourage a sense of community and 'pride of place'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raises the profile of the town as a good place to live and work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhances the local environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improves the economic prospects for the town by making it a more attractive place to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8 Is there anything else you would like the Bloom competition to offer?

Yes No

Q9 If Yes, please select from the list or provide details of something else

Opportunity to comment on the town's floral displays

More opportunity to meet with other participants

Talks / demonstrations

Other

If Other, please specify

Town baskets and bedding

Q10 What do you think of the Tunbridge Wells floral displays?

Very good *Good*

Neither *Poor*

Very poor

Q11 How could floral displays be improved?

Q12 How important is it for the Borough Council to continue funding hanging baskets and annual bedding displays throughout the main town centre areas?

Very important *Important*

Neither *Not important*

Not very important

Q13 Would you like to see floral displays on key roads, e.g. roundabouts or junctions?

Yes Continue with Q14 No Go to Q15

Q14 If Yes, which roundabout or junction?

Q15 Are there areas within the town centre where you would like to see more hanging baskets, planters and / or bedding?

Yes..... Continue with Q16

No Go to Q17

Q16 If Yes, please indicate where

Q17 Do you follow the town colour scheme when doing your own planting?

Yes

No

Q18 Would you be interested in joining a committee to support Bloom activities through sponsorship and fundraising?

Yes

No

Q19 What do you think are the most important parts of Bloom?

The garden competition.....

Entering the town for regional competitions

Promoting our environmental activities

Other

If Other, please specify

Related issues

Q20 Do you visit other towns specifically to see their floral displays?

Yes..... Continue with Q21

No Go to Q22

Q21 If Yes, which ones?

Q22 Are you interested in Wildlife issues?

Yes

No

Q23 Are you aware of the Gardening for Wildlife competition?

Yes

No

Q24 If Yes, do you enter this competition?

Yes

No

Q25 Are you an allotment holder?

Yes

No

Q26 If Yes, do you enter your allotment in the allotment holders competition?
Yes No

Further information

Q27 Which of the following information would you like to receive? (Please provide your address)

<i>Parks leaflet (including information on allotments)</i>	<input type="checkbox"/>	<i>Guide for allotment holders</i>	<input type="checkbox"/>
<i>New allotment holders guide</i>	<input type="checkbox"/>	<i>Rules for allotment holders.....</i>	<input type="checkbox"/>
<i>Leisure Guide (a comprehensive Leisure Services Guide)</i>	<input type="checkbox"/>	<i>Summary findings from this research</i>	<input type="checkbox"/>
<i>Enter me into the prize draw to receive £25 garden vouchers.....</i>	<input type="checkbox"/>		

Q28 To ensure you receive further information / enter into our prize draw, please provide the following information

Name	
Address.....	
Town	
Postcode.....	
Telephone number	
e-mail address	

Thank you for taking the time to complete this survey. Please return using the pre-paid envelope by Friday 21 November 2003