

**TUNBRIDGE WELLS BOROUGH COUNCIL**

**TUNBRIDGE WELLS IN BLOOM SURVEY  
2003**

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INVESTOR IN PEOPLE

**Tunbridge Wells**  
BOROUGH COUNCIL  
[www.tunbridgewells.gov.uk](http://www.tunbridgewells.gov.uk)

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### **Appendix I**

The questionnaire

## EXECUTIVE SUMMARY

- Almost a third (31.2%) of awareness for Tunbridge Wells in Bloom competition is generated from local press, followed by word of mouth (24.7%).
- Almost a quarter (23.4%) and 20.8% of awareness was generated through the Bloom Newsletter and the Borough News respectively.
- Most respondents enter their home into the summer competition (49.4%).
- The majority of respondents feel Tunbridge Wells in Bloom competition is very important. (81.4%).
- The top three things respondents enjoy most about the competition are:
  - an opportunity to contribute towards making the area a nicer place to live
  - having something to work towards
  - getting feedback from judges
- 94.9% of respondents agree with the statement: 'Tunbridge Wells in Bloom helps encourage a sense of community and pride of place'.
- 83.2% of respondents agree with the statement: Tunbridge Wells in Bloom raises the profile of the town as a good place to live and work'.
- 90.9% of respondents agree with the statement: 'Tunbridge Wells in Bloom enhances the local environment'.
- 79.3% of respondents agree with the statement: 'Tunbridge Wells in Bloom improves the economic prospects for the town by making it a more attractive place to visit'.
- If the Bloom competition could offer something new, 37% of respondents would like an opportunity to comment on the town's floral displays and 33.3% would like talks and demonstrations.
- Over four fifths (85.8%) think Tunbridge Wells floral displays are good / very good.
- The majority (93.5%) of respondents think it's important / very important that TWBC continues to fund the floral displays across the town.
- The majority of respondents would like to see floral displays on key roads and junctions; in particular on all main roads into Tunbridge Wells, Carr's Corner roundabout and near Sainsbury's.
- Less than half (41.6%) would like to see more hanging baskets, planters or bedding across the town; in particular down the High Street / main shopping areas, the precinct, War Memorial and Five Ways.
- Few people follow the town's colour scheme when doing their own planting.
- Just over one-in-ten (14.3%) of respondents would join a committee to support Bloom activities.
- Promoting our environmental activities was the most important part of Bloom, as indicated by 51.9%.
- Few people visit other town's specifically to see their floral displays.
- Over four-fifths (84.4%) respondents are interested in wildlife issues, with less than a third (32.5%) being aware of the Gardening for Wildlife competition.
- Of those aware of the competition, just over half (56%) enter it.
- Just over half (51.9%) of respondents are allotment holders, and just over one-in-ten (12.9%) enter the allotment competition.

## **CONCLUSION**

- Local Press appears to be the best media to use for generating awareness of Tunbridge Wells in Bloom.
- The summer competition is the most popular time in which to enter the competition.
- Respondents appear to be interested, satisfied with, and feel the Bloom is important to the town. There appears to be enthusiasm for making improvements such as more baskets and displays, more troughs and bedding and more flowers, yet there appears to be little enthusiasm for establishing a committee for greater support.
- Respondents felt that Tunbridge Wells in Bloom helps encourage a sense of community and pride of place, and enhances the local environment.
- Respondents would like to see higher profile of competition winners.
- It is felt that funding from Tunbridge Wells Borough Council for the hanging baskets and annual bedding displays is very important.
- New / improved floral displays on all major roads into Tunbridge Wells was felt to be the most important area where improvements should take place. As well as major roads, Carr's Corner was suggested for improvements.
- Respondents felt promoting our environmental activities was the most important part of the Bloom.

## **RECOMMENDATIONS**

- Existing marketing and promotion campaigns should continue, with greater awareness of the event / competition being generated through printed material such as the Bloom Newsletter. Potential improvements to distribution and its availability could improve the level of awareness generated from this source.
- Businesses should be given more encouragement to take part in the Tunbridge Wells in Bloom competition as this is an important part of making the town centre area more attractive and, as some mentioned, benefits their business by attracting more custom. In order to attract more businesses entering the competition, improvements to marketing the advantages and benefits of this need to be considered. If businesses are made aware of this, there are potential joint sponsorship / marketing opportunities available, which could lead to a higher profile event.
- People need to be made aware of the economic benefits the Bloom competition brings for the town as this was the statement which received the least number of votes rating 'important'. This message should be portrayed through the Bloom Newsletter and other printed media, which could also increase participation levels.
- More effort should be made in raising the profile of winners and their results. Consideration could be given to providing winners with smaller personal trophies for keeps rather than trophies to be returned for year-on-year competitions. Providing a long-lasting personal momentum may result in more entrants.
- The results identified that people would like to see new / improved floral displays on roads and junctions etc. with ideas for improving areas across the town and for people to visit other towns and see floral displays. Given the right opportunity a steering committee could successfully be established with members if people are given a greater sense of involvement in consulting on these issues and having a role to play in delivering these improvements with allocated responsibilities.

## **1.0 INTRODUCTION**

In October 2003, the Corporate Marketing and Communications met with Leisure Services to discuss the requirements for conducting a survey to review the Tunbridge Wells in Bloom initiative.

The objectives of this project were to investigate the following amongst residents of the borough:

- awareness of and participation in the competition
- identify residents views and opinions of existing floral displays
- identify areas where floral displays can be improved

## **2.0 METHODOLOGY**

The survey was conducted using postal methodology to targeted groups; residents that have entered the competition and those who have an interest in the initiative. The total population invited to take part in the survey was 380.

Corporate Marketing and Communications worked closely with Leisure Services in formulating a questionnaire design and maintained project management responsibility for data gathering and production of results. The survey was sent out week commencing 27 October 2003, giving a four-week return date and entry into a free prize draw.

The survey form was designed to provide primarily quantitative data. Qualitative data was obtained through 'Other' comments to specific questions. Completed responses were manually data entered into the statistical software package SNAP where full analysis of the returned survey forms was carried out.

## **3.0 RESPONSES**

A total of 77 questionnaires were completed. A sample of 77 is subject to a maximum standard error of +/- 11.2% at the 95% level of confidence. This means that we can be 95% certain that actual figures lie within +/-11.2% of reported values. Where figures are based upon a reduced sample base, sampling error will increase.

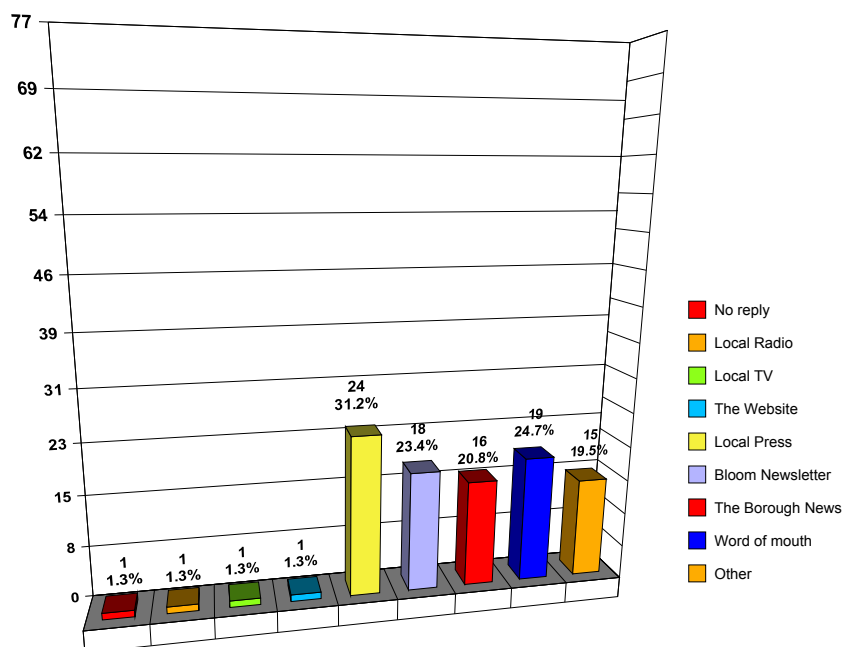
- The first question was designed to gauge participants' awareness of Tunbridge Wells in Bloom competition. A short list of possible options was provided, with respondents able to choose more than one option; therefore totals are greater than 100%.

#### 4.0 THE COMPETITION

##### 4.1 AWARENESS OF TUNBRIDGE WELLS IN BLOOM

- The top three ways respondents became aware of the Tunbridge Wells in Bloom Competition were local press (31.2%), word of mouth (24.7%) and Bloom Newsletter (23.4%) as shown in Figure 1 below.
- The Council's residents newsletter, The Borough News generated awareness for just over a fifth (20.8%) of respondents.

**FIGURE 1: HOW DID YOU FIND OUT ABOUT THE TUNBRIDGE WELLS IN BLOOM COMPETITION?**

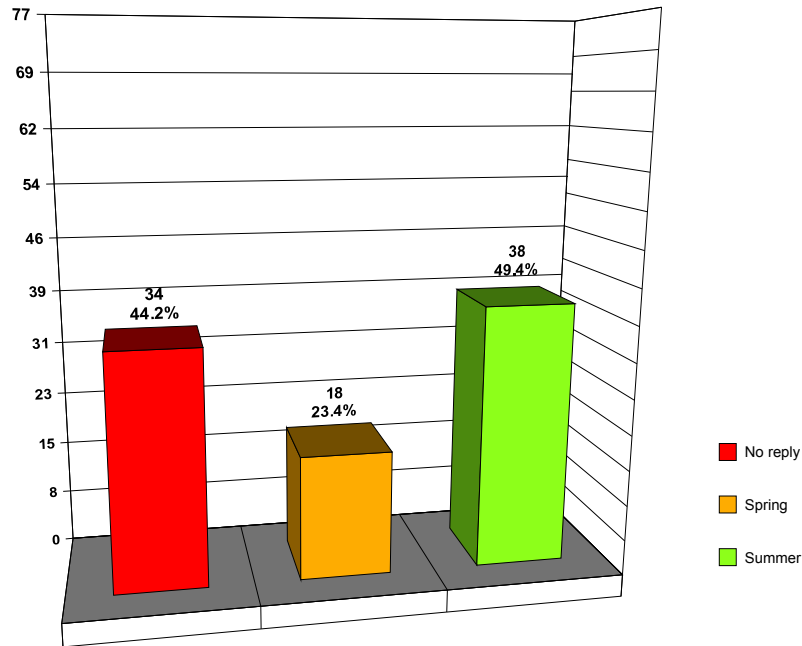


- Radio, Television, and the Website were the least likely sources used.
- Respondents were also given the opportunity to specify other means of how they found out about the competition if the option was not provided. Almost a fifth (19.5%) of respondents provided other sources used for generating their awareness, details of which are provided below:
  - The letter / questionnaire received (5)
  - Previous years entrant (4)
  - Village magazine (1)
  - Family friend / member (1)
  - Royal Victoria Place advert (1)
  - Asked to enter (1)
  - Tunbridge Wells Garden Society Show (1)
- Figures in parenthesis denotes the number of respondents.

## 4.2 SEASONS

- Almost half (49.4%) of respondents entered the summer Tunbridge Wells in Bloom competition, leaving less than a quarter (23.4%) entering the Spring competition as shown in Figure 2 below.
- Respondents were able to enter both Spring and Summer competitions, therefore totals are greater than 100%.

**FIGURE 2: WHICH COMPETITION DID YOU ENTER?**

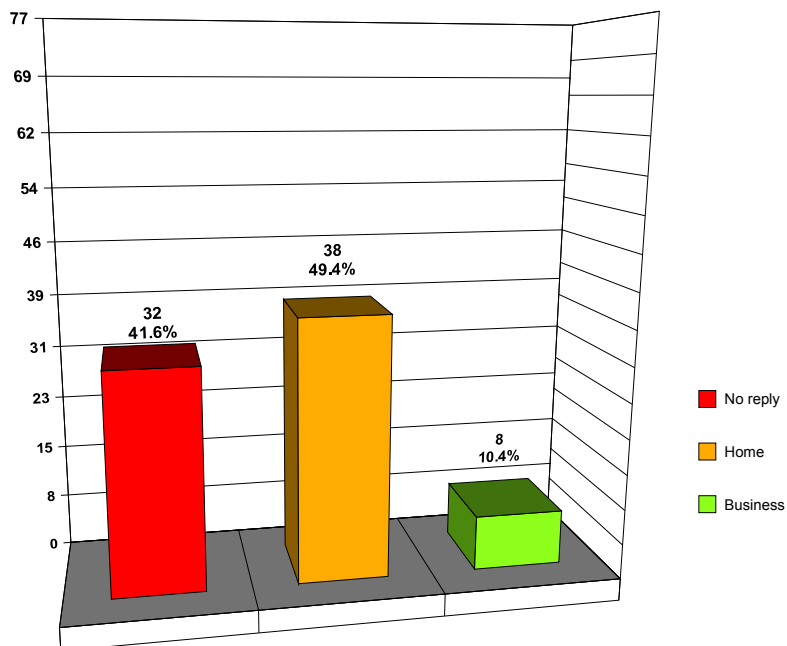


- On capturing the results to the survey it was noted that those respondents not replying to this question (44.2%) had not entered the competition, and therefore are more likely to just have an interest and support the initiative.
- On looking at the results in more detail, it has been possible to identify that 13 respondents (17%) had entered both competitions.

### 4.3 COMPETITION ENTRY

- Almost half (49.4%) of respondents entered their home into the competition as shown in Figure 3 below. A further one-in-ten (10.4%) entered their business.
- Respondents were able to enter both their home and business into the competition; therefore totals are greater than 100%.

**FIGURE 3: WHICH DID YOU ENTER INTO THE COMPETITION?**



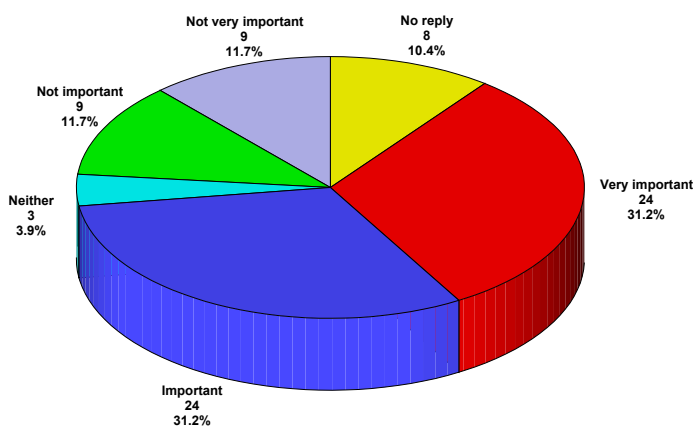
- On capturing the results to the survey it was noted that those respondents not replying to this question (41.6%) had not entered the competition, and therefore more likely to just have an interest and support the initiative.
- On looking at the results in more detail, it has been possible to identify that one respondent had entered both their home and business.
- During the Spring, over three quarters (77.8%) of respondents enter their home into the competition, compared with just over one-in-ten (11.1%) of businesses.
- However, the difference is greater during the Summer months, where more businesses enter the competition (15.8%) compared with a marginal increase in respondents entering their homes (78.9%).

- All respondents were eligible to answer this next question, regardless of whether they had entered the competition or not. The purpose of this was to identify respondents' perception of how important they feel the competition is.

#### 4.4 IMPORTANCE OF THE BLOOM COMPETITION

- Almost two-thirds (62.4%) of respondents rated the Tunbridge Wells in Bloom competition important, of which 31.2% rated it very important as shown in figure 4 below.
- The mean rating for this equates to 2.34 out of 5.00.

**FIGURE 4: HOW IMPORTANT IS THE TUNBRIDGE WELLS IN BLOOM COMPETITION TO YOU?**

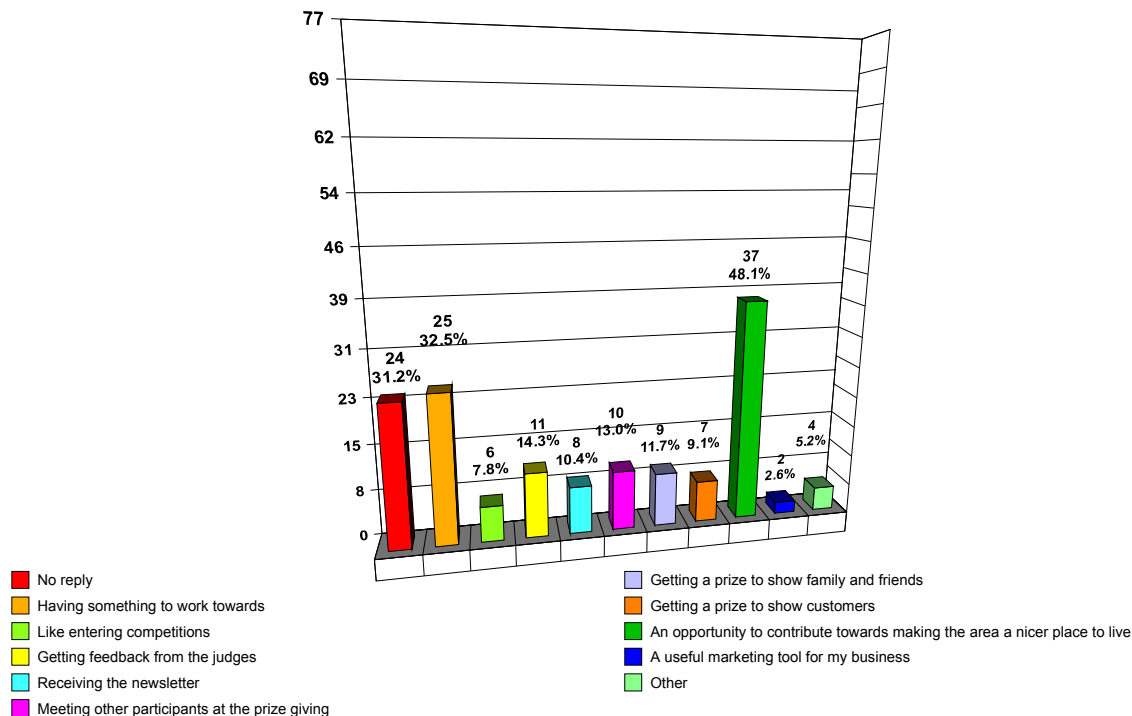


- Equal proportions of respondents rated the importance of Tunbridge Wells in Bloom not important and not very importance (11.7%).
- It is not surprising that when looking at those respondents who definitely entered the competition that the proportion rating the competition important increases.
- Over two-fifths (44.2%) of respondents who entered the competition rated it very important, and 37.2% rated the competition important. Combined this represents an importance rating of 81.4% for actual participants, compared with an importance rating of 62.4% for all respondents.
- The mean rating for actual participants equates to 1.92 out of 5.00.

#### 4.5 ENJOY ABOUT THE COMPETITION

- Having established how important the competition is to respondents, the following question was aimed at identifying what it is they enjoy about Tunbridge Wells in Bloom. A short list of possible options was provided with respondents able to choose more than one option; therefore totals are greater than 100%.
- Almost half (48.1%) of respondents indicated the Bloom competition was an opportunity to contribute towards making the area a nicer place to live, and 32.5% who enjoyed having something to work towards, as shown in Figure 5 below.

**FIGURE 5: WHAT DO YOU ENJOY MOST ABOUT THE COMPETITION?**

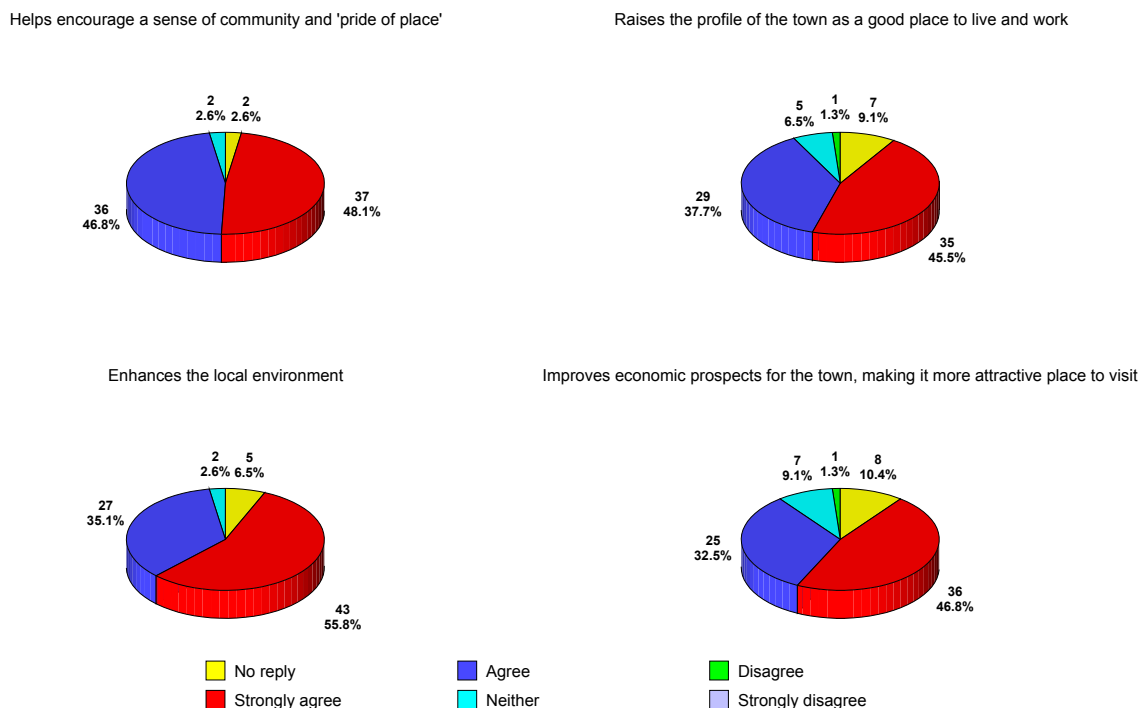


- The third most enjoyed element of the competition was getting feedback from the judges (14.3%).
- 13% of respondents enjoy meeting other participants at the prize giving, with getting a prize to show family and friends enjoyed by 11.7%.
- One-in-ten (10.4%) respondents enjoy receiving the newsletter.
- Four respondents stated other reasons, of which three people stated seeing the neighbourhood look nice and one person enjoying wildlife.

#### 4.6 ABOUT THE COMPETITION

- All respondents were eligible to answer the next question, designed to gauge residents' perception as to how much they agree with particular statements about Tunbridge Wells in Bloom.
- As shown in Figure 6 below, the majority of respondents tend to agree with the statements about Tunbridge Wells in Bloom. Agreement ranges from a low of 79.3% agreeing that it improves the economic prospects for the town by making it a more attractive place to live to a high of 94.9% agreeing it helps encourage a sense of community and pride of place.

**FIGURE 6: HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS? ROYAL TUNBRIDGE WELLS IN BLOOM.....**



#### 4.7 HELPS ENCOURAGE A SENSE OF COMMUNITY AND 'PRIDE OF PLACE'

- Almost half (46.8%) of respondents agree with the above statement, rising to 48.1% who strongly agree. Combined this represents 94.9% of respondents agreeing that Royal Tunbridge Wells in Bloom 'Helps encourages a sense of community and pride of place', giving a mean rating of 1.53 out of 5.00.
- No one disagreed with the statement.

#### 4.8 RAISES THE PROFILE OF THE TOWN AS A GOOD PLACE TO LIVE AND WORK

- Almost two-fifths (37.7%) of respondents agree with the above statement, rising to 45.5% who strongly agree. Combined this represents 83.2% of respondents agreeing that Royal Tunbridge Wells in Bloom 'Raises the profile of the town as a good place to live and work'; giving a mean rating of 1.60 out of 5.00.
- One respondent disagreed with the statement.

#### **4.9 ENHANCES THE LOCAL ENVIRONMENT**

- Just over a third (35.1%) of respondents agree with the above statement, rising to 55.8% who strongly agree. Combined this represents 90.9% of respondents agreeing that Royal Tunbridge Wells in Bloom 'Enhances the local environment', giving a mean rating of 1.43 out of 5.00.
- No one disagreed with the statement.

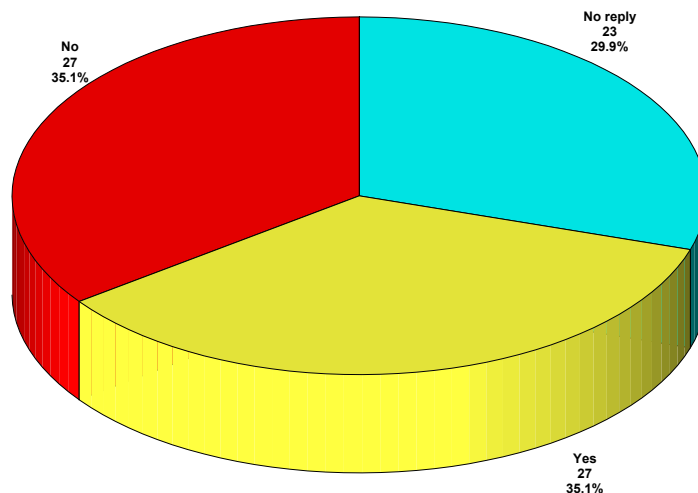
#### **4.10 IMPROVES THE ECONOMIC PROSPECTS FOR THE TOWN BY MAKING IT A MORE ATTRACTIVE PLACE TO VISIT**

- Almost a third (32.5%) of respondents agree with the above statement, rising to 46.8% who strongly agree. Combined this represents 79.3% of respondents agreeing that Royal Tunbridge Wells in Bloom 'Improves the economic prospects for the town by making it a more attractive place to visit', giving a mean rating of 1.60 out of 5.00.
- One respondent disagreed with the statement.

#### 4.11 FUTURE COMPETITIONS

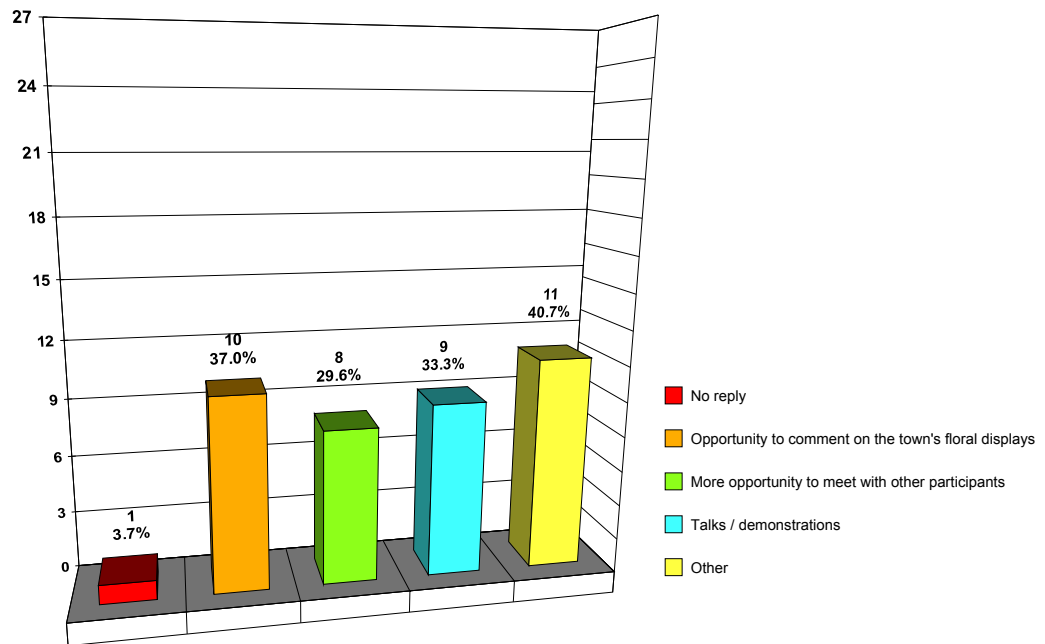
- Exact proportions of respondents would and would not like the Bloom Competition to offer anything else (35.1%), as shown below in Figure 7.

**FIGURE 7: IS THERE ANYTHING ELSE YOU WOULD LIKE THE BLOOM COMPETITION TO OFFER?**



- In comparison to the proportions wanting improvements or not, a relatively high proportion of respondents did not reply to the question (29.9%), making it impossible to determine exactly what their view is.
- Of the proportion wanting the competition to offer something else (35.1%), these respondents were eligible to provide suggestions. A short list of possible options was provided with respondents able to choose more than one option; therefore totals are greater than 100%.
- Almost two-fifths (37%) of respondents would like the opportunity to comment on the town's floral displays, followed by a third (33.3%) wanting to see more talks / demonstrations, as shown in Figure 8 on the following page.

**FIGURE 8: WHAT ELSE WOULD YOU LIKE THE BLOOM COMPETITION TO OFFER?**



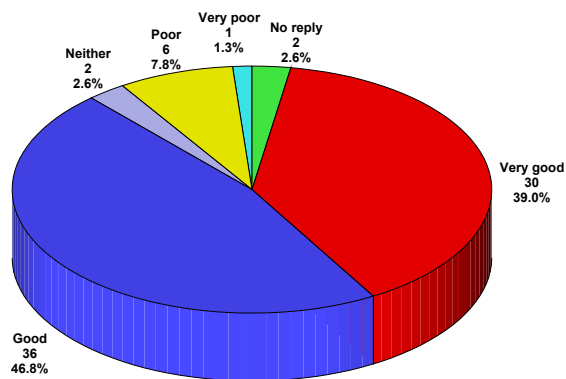
- Over a quarter (29.6%) of respondents would like to have more opportunity to meet with other participants.
- In addition to the pre-determined options, respondents also had the opportunity to provide other comments / suggestions. Eleven respondents provided other comments as follows, with one person providing two comments:
  - Higher profile of winners and results (4)
  - Organic methods (1)
  - Winter hanging baskets (1)
  - Sight of judges comments (1)
  - More information on products and advice (1)
  - More information on best street award (1)
  - Weed-killing programme (1)
  - Better use of church yard (1)
  - Small trophies to keep rather than handing back (1)
- Figures in parentheses denote the number of respondents.

## 5.0 TOWN BASKETS AND BEDDING

### 5.1 FLORAL DISPLAYS

- Almost half (46.8%) of respondents rated Tunbridge Wells floral displays as good, with a slightly smaller proportion (39.0%) rating them very good, as shown in Figure 9 below. Combined, these represent a total satisfaction rating of 85.8%, giving a mean rating of 1.82 out of 5.00.

**FIGURE 9: WHAT DO YOU THINK OF THE TUNBRIDGE WELLS FLORAL DISPLAYS?**



- Regardless of degree of satisfaction with the Tunbridge Wells floral displays, all respondents were given the opportunity to suggest how they could be improved. Table 1 on the following page shows the suggestions received by 22 respondents. Fifty respondents did not provide an answer.

**TABLE 1: HOW COULD FLORAL DISPLAYS BE IMPROVED?**

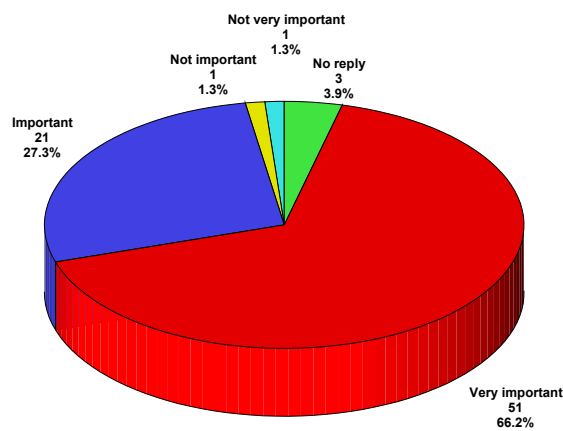
Improvements	Number	Percentage
More baskets / displays	12	15.6%
More troughs / flower beds	10	13.0%
More flowers / scented ones	9	11.7%
More colour / more obvious	8	10.4%
More original / unusual / less formal	4	5.2%
Winter displays / baskets	4	5.2%
More on approach to town	3	3.9%
Theme displays	2	2.6%
Sculptures	2	2.6%
More on shops	2	2.6%

- To improve the floral displays, 15.6% of respondents suggested more baskets / displays, followed by 13% suggesting more troughs / flower beds.
- A further 11.7% suggested more flowers / scented ones, with a further one-in-ten (10.4%) suggesting more colour and more obvious displays.
- Few respondents suggested retail premises should do more.

## 5.2 COUNCIL FUNDING

- The majority (93.5%) of respondents indicated it was important for the Borough Council to continue funding main town area floral displays, as shown in Figure 10 below, giving a mean rating of 1.37 out of 5.00.
- Only two (2.6%) respondents felt the Council's funding is not important.

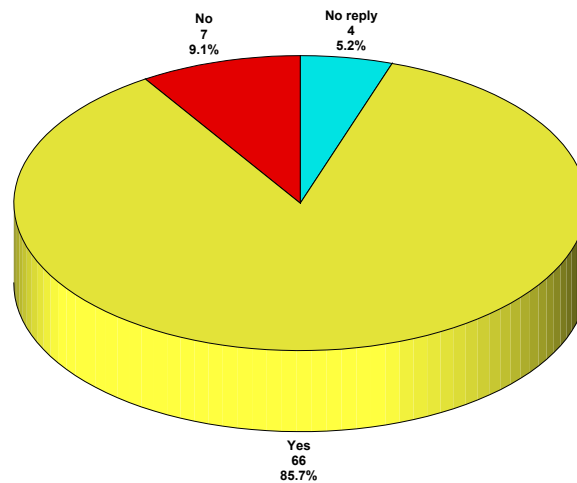
**FIGURE 10: HOW IMPORTANT IS IT FOR THE BOROUGH COUNCIL TO CONTINUE FUNDING HANGING BASKETS AND ANNUAL BEDDING DISPLAYS THROUGHOUT THE MAIN TOWN AREAS?**



### 5.3 ROADS, JUNCTIONS, ROUNDABOUTS

- The majority (85.7%) of respondents would like to see floral displays on key roads, eg roundabouts and junctions, as shown in Figure 11 below; whilst one-in-ten (9.1%) don't. A further 5.2% of respondents did not reply to this question

**FIGURE 11: WOULD YOU LIKE TO SEE FLORAL DISPLAYS ON KEY ROADS EG ROUNDABOUTS OR JUNCTIONS?**



- Of the respondents wanting to see floral displays on key roads (85.7%), the next question gave them the opportunity to specify where and on which roads and junctions across the borough. Respondents were given the opportunity to write in their answer, providing details of specific locations. These locations were then analysed and coded to enable easier analysis, details of which are provided in Table 2 on the following page.

**TABLE 2: WHERE WOULD YOU LIKE TO SEE FLORAL DISPLAYS?**

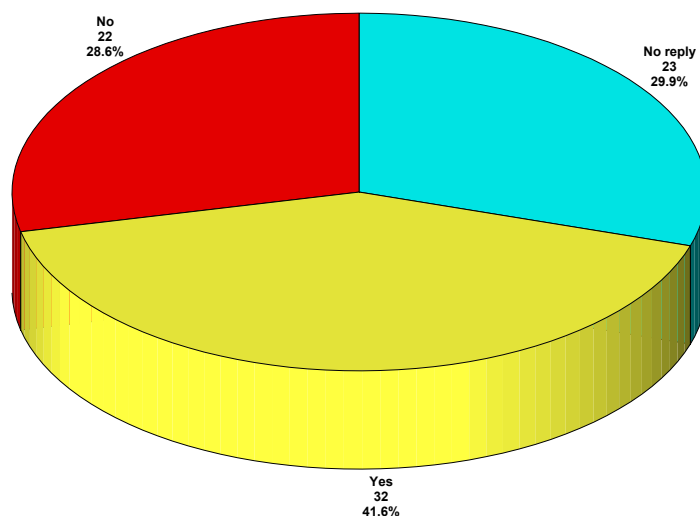
Locations	Number	Percentage
A26	24	36.4%
A21	21	31.8%
A264	21	31.8%
A267	19	28.8%
A284	19	28.8%
Carr's Corner Roundabout	9	13.6%
West Street, Sainsbury's	5	7.6%
Woodsgate, Pembury	3	4.5%
Pembury Road Roundabouts	3	4.5%
Eridge Road	2	3.0%
Pembury Junction with Tonbridge Road (Traffic Lights)	2	3%
Pantiles Roundabout	2	3%
Wesley Pound	2	3%
Longfield Road	1	1.5%
Grosvenor Hill Roundabout	1	1.5%
Yew Tree Road, Speldhurst	1	1.5%
Pantiles	1	1.5%
St John's Roundabout / Mt Ephraim	1	1.5%
All Roundabouts	1	1.5%
St John's / Milk Depot area	1	1.5%
Southborough	1	1.5%
War Memorial	1	1.5%
Cranbrook Roundabout	1	1.5%

- The top five suggested areas where respondents would like to see more floral displays are on the main roads into Tunbridge Wells; the A26, A21, A264, A267, and A284.
- Within Tunbridge Wells Town Centre area, most respondents suggested Carr's Corner Roundabout and West Street, by Sainsbury's as areas for floral display improvements.

#### 5.4 HANGING BASKETS, PLANTERS, AND / OR BEDDING

- Less than half (41.6%) of respondents indicated they would like to see more hanging baskets, planters, and / or bedding in the town centre as shown in Figure 12 below. However, over a quarter (28.6%) of respondents don't want to see more hanging baskets, planters and / or bedding in the town centre. A further 29.9% of respondents did not reply

**FIGURE 12: ARE THERE AREAS WITHIN THE TOWN CENTRE WHERE YOU WOULD LIKE TO SEE MORE HANGING BASKETS, PLANTERS, AND / OR BEDDING?**



- Of the respondents wanting to see more hanging baskets, planters and / or bedding (41.6%), the next question gave them the opportunity to specify where they felt these should be across the town. Respondents were given the opportunity to write in their answer, providing details of specific locations. These locations were then analysed and coded to enable easier analysis, details of which are provided in Table 3 on the following page.

**TABLE 3: WHERE WOULD YOU LIKE TO SEE MORE HANGING BASKETS / PLANTERS AND/OR BEDDING?**

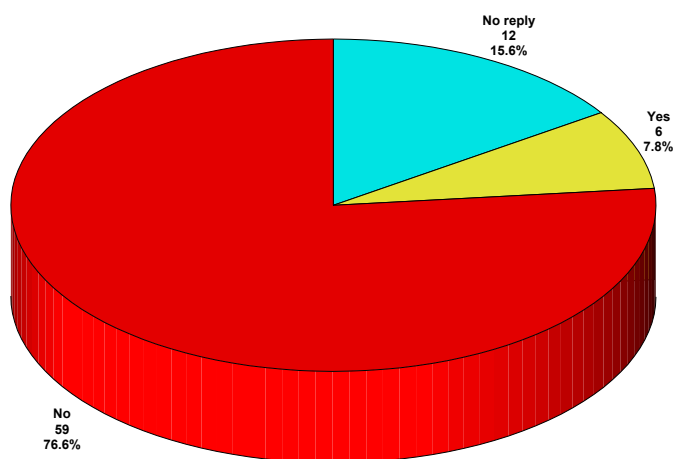
Locations	Number	Percentage
High Street Main shopping streets	12	37.5%
Precinct / Calverley Road	6	18.8%
War Memorial to Five Ways, by the clock	5	15.6%
Mt Pleasant	4	12.5%
Shop fronts / Pubs	3	9.4%
Town Centre	2	6.3%
The Pantiles	2	6.3%
Lampposts	2	6.3%

- Other areas mentioned, each receiving one response are: Outside the Town Hall, Monson Road, Camden Road, Market Square, Commercial Road, Outside the Hospital, London Road, Calverley Park, and Cranbrook High Street.

## 5.5 PLANTING

- Less than one-in-ten (7.8%) respondents follow the town colour scheme when doing their own planting, leaving the majority (76.6%) not following any colour scheme as shown in Figure 13 below. A further 15.6% did not reply to the question.

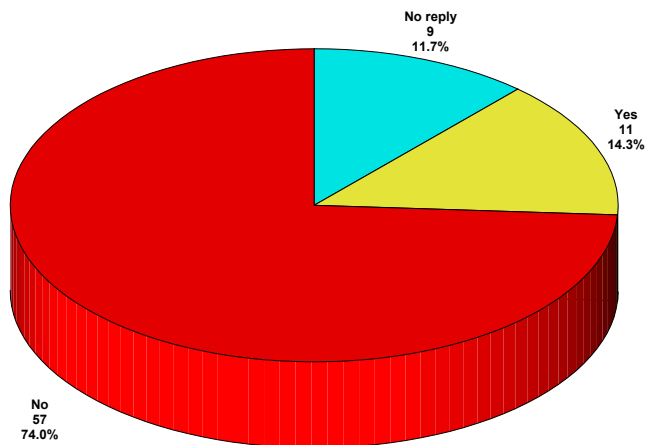
**FIGURE 13: DO YOU FOLLOW THE TOWN COLOUR SCHEME WHEN DOING YOUR PLANTING?**



## 5.6 BLOOM COMMITTEE

- Almost three-quarters (74%) of respondents would not like to join a committee to support Bloom activities through sponsorship and fundraising as shown in Figure 14 below, leaving a small proportion, representing 14.3%, that would like to. Just over a further one-in-ten (11.7%) of respondents did not reply to the question.

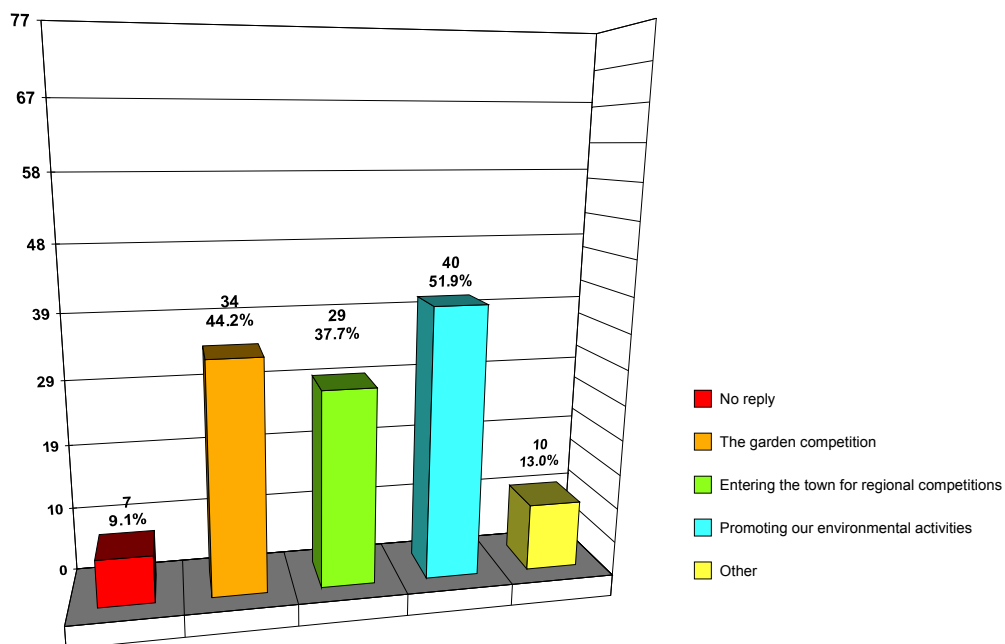
**FIGURE 14: WOULD YOU LIKE TO JOIN A COMMITTEE TO SUPPORT BLOOM ACTIVITIES THROUGH SPONSORSHIP AND FUNDRAISING**



### 5.7 IMPORTANT PARTS OF BLOOM

- Respondents were asked what they felt were the most important parts of Bloom. A short list of possible options was provided with respondents able to choose more than one option; therefore totals are greater than 100%.
- Over half (51.9%) of respondents felt the most important part was promoting our environmental activities, followed by the garden competition (44.2%), as shown below in Figure 15.

**FIGURE 15: WHAT DO YOU THINK ARE THE MOST IMPORTANT PARTS OF THE BLOOM?**



- Although the smallest proportion of responses received, almost a further two-fifths (37.7%) of respondents felt entering the town for regional competitions was the most important part.
- Ten respondents (13%) also gave other comments. details of which are provided in Table 4 below. Respondents were given the opportunity to write in their answer as to what they felt was most important. These comments were then analysed and coded to enable easier analysis.

**TABLE 4: OTHER MOST IMPORTANT PARTS OF BLOOM**

Aspect	Number	Percentage
Making the town more attractive	5	50%
Seasonal displays / colour	2	20%
Disabled entrants displays	1	10%
Promoting tourism	1	10%
Pleasure to others	1	10%
A sense of awareness and responsibility	1	10%

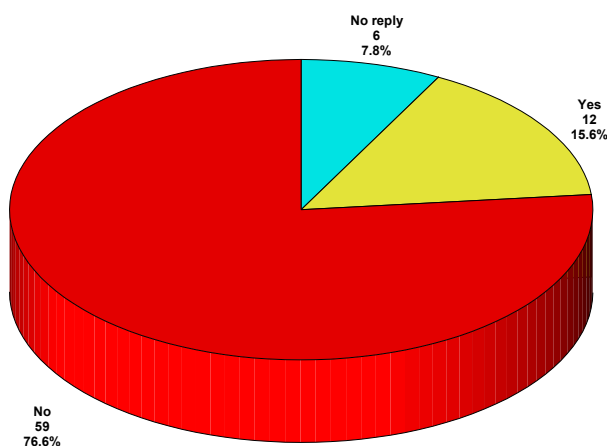
- The purpose of this next section of questions was to obtain a better understanding of respondents' habits towards other environmental activities, such as visiting other towns for floral displays, gardening, wildlife and allotments.

## 6.0 RELATED ISSUES

### 6.1 VISITING OTHER TOWNS

- Firstly all participants were asked if they visit other towns specifically to see their floral displays.
- Over three-quarters (76.6%) do not, leaving a small proportion, representing 15.6%, visiting other towns as shown in Figure 16 below. A further 7.8% did not reply to this question.

**FIGURE 16: DO YOU VISIT OTHER TOWNS SPECIFICALLY TO SEE THEIR FLORAL DISPLAYS?**



- Of those that do visit other towns (15.6%), respondents were given the opportunity to specify which towns they visit. These locations were then analysed and coded to enable easier analysis, as shown in Table 5 below.

**TABLE 5: OTHER TOWNS VISITED TO SEE FLORAL DISPLAYS**

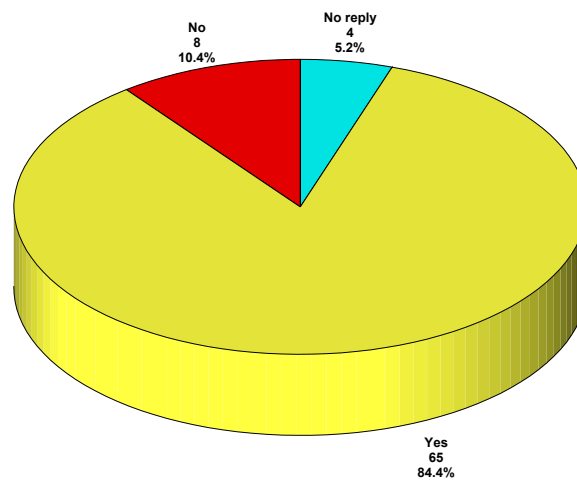
Town	Number	Percentage
Eastbourne	8	66.7%
Brighton	3	25%
Hastings	2	16.7%
Harrogate	2	16.7%

- Other towns mentioned each receiving one response are: Horsham, Worthing, Swanley, Crawley, Cheltenham, Spalding, Triplow, Rye, Paddock Wood, Hawkhurst, and Goudhurst.

## 6.2 WILDLIFE ISSUES

- The majority of respondents, representing over four-fifths (84.4%), are interested in wildlife issues. Just over a further one-in-ten (10.4%) are not, as shown in Figure 17 below. A further 5.2% did not reply to this question.

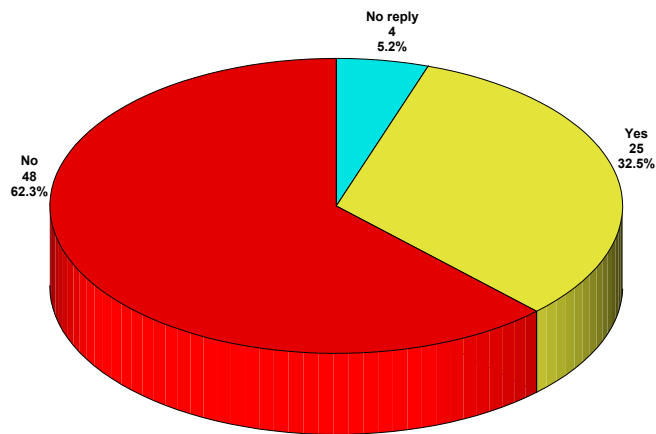
**FIGURE 17: ARE YOU INTERESTED IN WILDLIFE ISSUES?**



### 6.3 WILDLIFE COMPETITION

- Almost two-thirds (62.3%) of respondents are not aware of the gardening for wildlife competition, leaving a minority, representing a third (32.5%), being aware as shown below in Figure 18. Five percent of respondents did not reply to this question.

**FIGURE 18: ARE YOU AWARE OF THE GARDENING FOR WILDLIFE COMPETITION?**

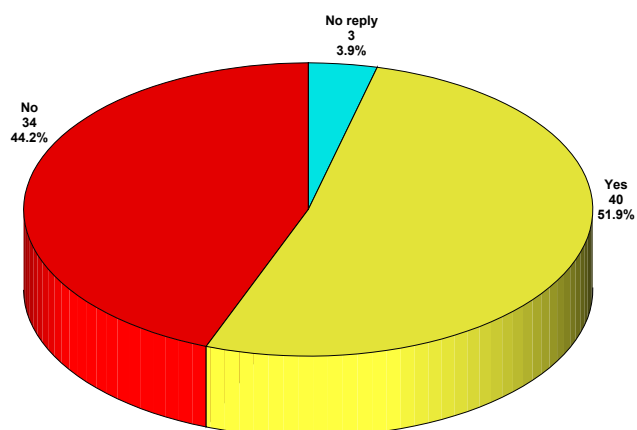


- Of the respondents aware of the competition (32.5%), over half (56%) enter the competition, leaving 36% of respondents not entering and a further 8% not replying to the question.

## 6.4 ALLOTMENTS

- Just over half (51.9%) of respondents are allotment holders as shown in Figure 19 below, with over two-fifths (44.2%) not using an allotment.

**FIGURE 19: ARE YOU AN ALLOTMENT HOLDER?**

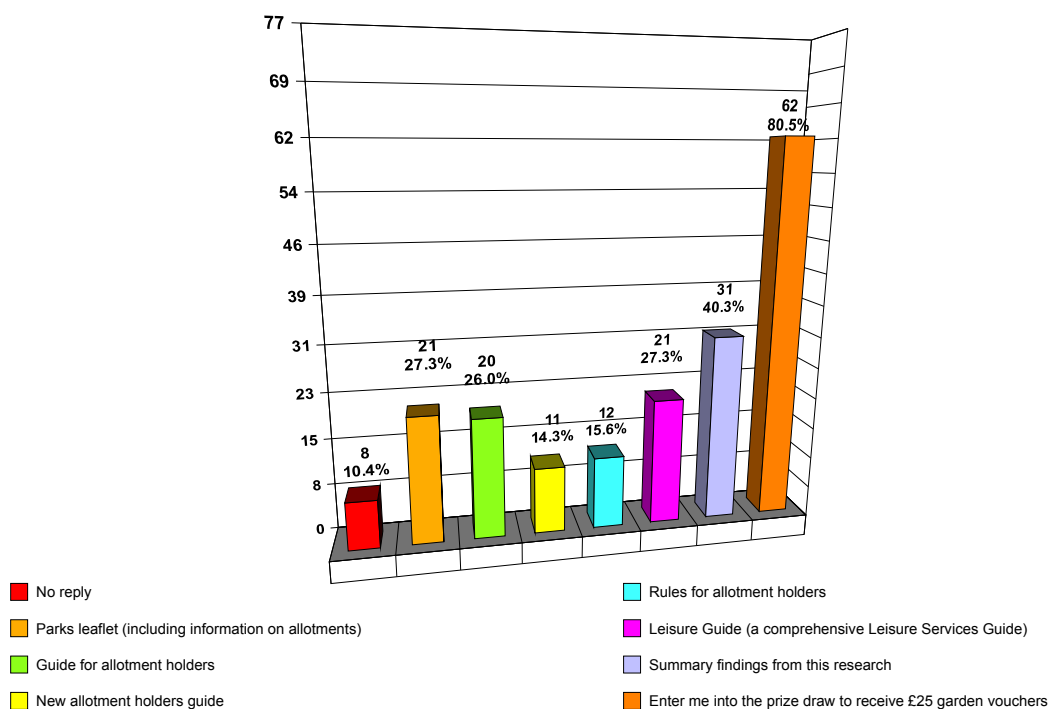


- Of the respondents that are allotment holders (51.9%), over four-fifths (85%) do not enter their allotment into the allotment holders' competition. This therefore leaves a minority proportion, representing just over one-in-ten (12.5%) entering this competition.

## 7.0 FURTHER INFORMATION

- The final question of the survey asked respondents whether they would like to receive further information. This ranged from entering into the prize draw, to receiving a copy of the Leisure Guide and receiving a copy of the results to this research.
- A list of publications was provided with respondents able to choose more than one; therefore totals are greater than 100%.
- Not surprisingly, four-fifths (80.5%) of respondents wanted to be entered into the prize draw to receive £25 garden vouchers.
- In terms of receiving further information, two-fifths (40.3%) would like to receive a summary of findings from this research as shown in Figure 20 below.
- Over a quarter (27.3%) of respondents would also like to receive a copy of the Parks leaflet (including information on allotments) and the Leisure Guide.

**FIGURE 20: WHICH OF THE FOLLOWING INFORMATION WOULD YOU LIKE TO RECEIVE?**



## **8.0 CONCLUSION**

- Local Press appears to be the best media to use for generating awareness of Tunbridge Wells in Bloom.
- The summer competition is the most popular time in which to enter the competition.
- Respondents appear to be interested, satisfied with, and feel the Bloom is important to the town. There appears to be enthusiasm for making improvements such as more baskets and displays, more troughs and bedding and more flowers, yet there appears to be little enthusiasm for establishing a committee for greater support.
- Respondents felt that Tunbridge Wells in Bloom helps encourage a sense of community and pride of place, and enhances the local environment.
- Respondents would like to see higher profile of competition winners.
- It is felt that funding from Tunbridge Wells Borough Council for the hanging baskets and annual bedding displays is very important.
- New / improved floral displays on all major roads into Tunbridge Wells was felt to be the most important area where improvements should take place. As well as major roads, Carr's Corner was suggested for improvements.
- Respondents felt promoting our environmental activities was the most important part of the Bloom.

## **9.0 RECOMMENDATIONS**

- Existing marketing and promotion campaigns should continue, with greater awareness of the event / competition being generated through printed material such as the Bloom Newsletter. Potential improvements to distribution and its availability could improve the level of awareness generated from this source.
- Businesses should be given more encouragement to take part in the Tunbridge Wells in Bloom competition as this is an important part of making the town centre area more attractive and, as some mentioned, benefits their business by attracting more custom. In order to attract more businesses entering the competition, improvements to marketing the advantages and benefits of this need to be considered. If businesses are made aware of this, there are potential joint sponsorship / marketing opportunities available, which could lead to a higher profile event.
- People need to be made aware of the economic benefits the Bloom competition brings for the town as this was the statement which received the least number of votes rating 'important'. This message should be portrayed through the Bloom Newsletter and other printed media, which could also increase participation levels.
- More effort should be made in raising the profile of winners and their results. Consideration could be given to providing winners with smaller personal trophies for keeps rather than trophies to be returned for year-on-year competitions. Providing a long-lasting personal momentum may result in more entrants.
- The results identified that people would like to see new / improved floral displays on roads and junctions etc. with ideas for improving areas across the town and for people to visit other towns and see floral displays. Given the right opportunity a steering committee could successfully be established with members if people are given a greater sense of involvement in consulting on these issues and having a role to play in delivering these improvements with allocated responsibilities.

# **APPENDIX I**

## **THE QUESTIONNAIRE**

## 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"/>      |
| Bloom Newsletter ..... <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 economic prospects for the town, making it 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"/>		

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**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**