

# Enterprise

maintaining the infrastructure of the UK

## Fact File: WORLD IN BLOOM and ENTENTE FLORALE – Excellence in Horticulture

### Background

Enterprise's grounds maintenance delivery approach is shaped by horticultural excellence and stakeholder engagement. This provides user-focused maintenance solutions, which dictate maintenance frequencies and activities according to the specific needs of each feature or location. Each client is provided with flexible, varied and bespoke solutions.

Enterprise provides a full suite of grounds maintenance solutions including turf maintenance, designing, planting and maintaining floral displays, sports field maintenance, cemetery and crematory maintenance and arboriculture.

The array of horticultural expertise has seen Enterprise peer-recognised as an International, European and National leader in the delivery of grounds maintenance and horticulture throughout the past 17 years.

**Enterprise plc**  
**Lancaster House**  
**Centurion Way**  
**Leyland**  
**Lancashire**  
**PR26 6TX**  
**Tel. +44(0)1772 819 000**  
**Fax. +44(0)1772 819 001**  
[www.enterprise.plc.uk](http://www.enterprise.plc.uk)

### World in Bloom Winner

Enterprise's commitment to partnership with its customers brought international recognition; securing a prestigious Silver Award in the 'Communities in Bloom Worldwide' Competition for work within the Perthshire town of Pitlochry.

The competition is a worldwide celebration of what makes a community liveable, sustainable and enjoyable, which means every possible aspect and feature attained the demanding standards of the judges.

Success was founded on a series of activities and management initiatives including;

- Commitment and active participation in the town's 'In Bloom' effort.
- Year – long planning and maintenance approach, which preserved the horticultural excellence of all features and locations throughout the seasons.
- Flexible maintenance planning, which accommodated formal and informal visits from the judging panel.
- Stakeholder engagement which ensured their participation in the town's total effort and that our maintenance solutions were user led.



The approach to winning World in Bloom is replicated throughout all our grounds maintenance partnerships and contracts.

Horticultural excellence and feature specific maintenance activities and frequencies are aligned with stakeholder engagement processes to ensure our grounds maintenance services are consistently fulfilling user expectations.

### Entente Florale

Enterprise has secured a further horticultural distinction in being awarded the European equivalent of 'In Bloom', the Entente Florale. This award is for our grounds maintenance and horticultural work in the village of Thorpe Salvin, working in Partnership with Rotherham MBC.

Thorpe Salvin was selected as the UK's village entry into the Entente Florale (2002) and secured the endorsement of a panel of judges drawn from across Europe, winning a Gold Medal.

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The Entente Florale's objectives are: **Sharing our Experience**

- To foster improvements in quality of life through the greening of towns and villages
- The promotion of environmentally and ecologically sustainable development
- The promotion of environmental awareness.



Enterprise's delivery approach shares the objectives of the competition.

We were able to demonstrate horticultural excellence alongside flexibility of maintenance activities and frequencies and through our stakeholder engagement processes. These include the involvement of end-users in the development of maintenance solutions and their participation in the wider 'In Bloom' effort.

Enterprise has been the recipient of a number of prestigious horticultural awards and recognitions; 'In Bloom' & 'Green Flags'. The Enterprise approach requires the fullest commitment towards a fully integrated partnership, making it distinctive and difficult to replicate. This has contributed to our successes.

Aspects of our approach to 'In Bloom' include:

- **Full participation.** We take a fully active role and where necessary the leadership of the 'In Bloom' effort to bring all stakeholders and the wider community into the process.
- **Partnership working.** This forms a key element to our approach, with the Local Authority and other stakeholders.
- **Horticultural excellence.** Proven experience and expertise.
- **Horticultural excellence.** This is achieved only through a whole year and longer effort of planning and maintenance.
- **Flexibility.** Our flexible approach within the grounds maintenance plan to amend maintenance frequencies and activities for all features to accommodate seasonal variations.
- **Stakeholder engagement.** This is essential when determining the grounds maintenance plan, planting and maintenance activities.

