



Case Study: World In Bloom and Entente Florale: Excellence in Horticulture

Background

Enterprise and Rotherham City Council work in collaboration to deliver grounds maintenance activities which provide an integrated flexible service to customers.

This partnership provides a full suite of grounds maintenance services including turf maintenance, planting and maintaining floral displays, sports field maintenance, cemetery and crematory maintenance and arboriculture.

Enterprise is viewed as a national leader in the delivery of ground maintenance and horticulture. We shape the ground maintenance delivery approach around horticultural excellence and customer needs. This allows us to offer a tailored approach and provide a bespoke service to meet specific customer requirements.

Initial Situation

Enterprise had previously been awarded a prestigious silver award in the 'Communities in Bloom Worldwide' competition for work within the Perthshire town of Pitlochry.

Following on from this, Enterprise was awarded the European equivalent of the 'In Bloom' awards, the 'Entente Florale' for its work in Rotherham

Key Customer Requirements

Entente Florale specified a number of objectives, which included:

- Fostering improvements in the quality of life through the development of green areas in towns and villages.
- Promoting environmentally and ecologically sustainable development.
- Promoting environmental awareness.

Our team delivers a bespoke service, which meets the objectives set by Entente Florale. By shaping the maintenance service around these objectives, Enterprise secured the 'In Bloom' award and demonstrated specialist horticultural skills.

Our Response

Enterprise works in collaboration with Rotherham City Council to deliver a ground maintenance service. This partnership is integrated in to a framework that ensures the activities and the customer service, are of the highest quality.

In order to secure a horticultural distinction with Entente Florale, Enterprise was responsible for ground maintenance and horticultural work in the village of Thorpe Salvin.

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Achievements

Along with these two prestigious horticultural awards, Enterprise holds a number of awards and recognitions such as 'Green Flags'.

The Enterprise approach requires total commitment towards a fully integrated partnership, which makes it distinctive. We work closely with our customers to set Key Performance Indicators (KPI's) that reflect their goals and requirements. We ensure that our services provide best value and we use our expertise to improve performance and efficiency.

Summary

Enterprise works collaboratively with Rotherham City Council to deliver an integrated ground maintenance service tailored to cater its needs.

We pride ourselves on the prestigious awards won through our dedication, knowledge and application of specialist skills. Enterprise continues to deliver promising results as it strives to accomplish more through horticultural excellence.



Enterprise

Lancaster House
Centurion Way
Leyland
Lancashire
PR26 6TX

Tel: 01772 819 000
www.enterprise.plc.uk