



## and children with bright ideas !

Dear Headteacher,

### Bright Ideas for your School Garden – Competition

The East of England Development Agency is organising a competition this Autumn term for all Primary School children in your area – we want to see their creative ideas for improving your school garden or for creating a new garden for your school, if you do not already have one.

The competition is part of our campaign to promote the East of England as the UK's ideas region – a place where creativity, innovation and ingenuity thrives. We hope that your pupils will take this to heart when drawing up their ideas.

In colour, and no larger than A3 in size, entries can be drawn by hand or using the computer and children should be encouraged to be as creative as possible.

There is no limit to the number of 'bright ideas for your garden' entries your school can submit. The designs can contain any number of flower types, shrubs and/or trees. However, they must contain roses! This is because we have just launched a new rose for the region – it is the only variegated, climbing rose available commercially in the UK, a true first for our region! The 'bright ideas' rose is helping us to raise the profile of the East of England as the UK ideas region and was launched by pop star turned celebrity gardener Kim Wilde at the Hampton Court Palace Flower Show this Summer.

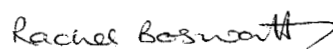
We will select one Primary School in each of the six East of England counties and four unitary authority areas as winners. Winning schools will each receive two 'bright ideas' climbing roses and a pergola rose arch for their school garden or outside area. All entries must be received by Friday 24 October 2003 and we will send a packet of seeds to every school that enters.

Our panel of judges will include Amanda Beales of Peter Beales Classic Roses, Colin Horner, the prize winning amateur breeder of 'bright ideas' and a member of the East of England Development Agency marketing team.

Please make sure that your entries are clearly labelled with the name of the pupil and details of your school, together with contact information. Please send them to us at the East of England Development Agency – the address and contact information are in the Entry Criteria printed on the reverse of this letter.

**Get your green fingers working –  
we look forward to seeing your designs.**

Yours sincerely,



Rachel Bosworth

Director of Communications  
East of England Development Agency



**Bright Ideas for Your School Garden**  
**Competition for Primary Schools in the East of England**  
**ENTRY CRITERIA**

- To enter:** Ask children to think of a bright idea for your school garden (or outside area), with a rose theme.
- Format:** A4 or A3 size, a picture or design (produced by hand or on the computer), with a short description (maximum 100 words or two short paragraphs). Please label your entries clearly with the pupil's name, class and school name, address and contact details.
- Prizes:** Two roses and a pergola will be awarded to the primary school presenting the best 'bright idea' in each of the six East of England counties and four unitary authority areas.
- Enter by:** Closing date for entries is Friday 24 October.
- Send entries to:** Penny Arbuthnot,  
'bright ideas' competition,  
East of England Development Agency  
The Business Centre  
Station Road  
Histon  
Cambridge CB4 9LQ
- Telephone:** For further information telephone:-  
Penny Arbuthnot, competition co-ordinator  
Telephone:- 01473-232385 (mobile 07885-238374)  
email:- pennyarbuthnot@projectpr.co.uk
- Presentations:** Winners will be presented with their prizes before the end of the Autumn term.

**Competition Rules**

1. The competition is for children in Years 1 to 6 (ages 5 – 11) at Primary Schools, Special Schools and Middle Schools in the East of England.
2. Schools which can enter the competition must be in one of the six East of England counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk or Suffolk or the unitary authority areas of Southend-on-Sea, Thurrock, Luton or Peterborough.
3. The competition aim is to come up with bright ideas for improving the school garden or outside area, or creating a new school garden.
4. Entries should be in colour, no larger than A3 size and can be drawn by hand or using the computer. The designs can contain any number of flower types, shrubs and/or trees. They must however contain roses.
5. There will be ten prize winners. One school from each of the above named East of England counties and unitary authority areas will be chosen as a prize winner.
6. Every school that sends an entry will be sent a packet of seeds. One packet of seeds per school. No correspondence will be entered into on choice of seeds.
7. Closing date for entries is Friday 24 October 2003.
8. Proof of posting entries is not proof of our receipt of them and no responsibility can be accepted for entries that are lost, delayed or damaged.
9. Winning schools will be formally notified within 21 days of the closing date.
10. Presentation of prizes will be in November or December 2003 at the prize winning schools.
11. The judges decision is final and no correspondence will be entered into.
12. Full details of the prize winning schools will be given in writing upon notification.
13. Prize winning schools will be required to co-operate with publicity.
14. No cash alternative or alternative prize is available on entrants request but in the event of the advertised competition prize (two 'bright ideas' roses and a pergola rose arch for each winning school) being unavailable we reserve the right to offer an alternative prize of equal or greater value.
15. The East of England Development Agency (EEDA) will not be liable for any damage, loss or disappointment suffered by any person or school taking part or not being able to take part in this competition.
16. EEDA reserves the right to amend these rules at any time. Entry into the competition implies acceptance of these rules.
17. EEDA may at any time issue specific rules to be read in conjunction with these rules.