

Huxley Cup 2021

Inspiring women across the country to create a greener and cleaner place to live.



WIs are invited to design a planted area that could be recreated within their local community. The planted area can be designed for any season, themed to reflect the spirit of the WI, local community, or which tells a special story.

Members are encouraged to work together and submit a design (or mood board), no larger than A3, containing a sketched 2D design (birds-eye view), a clear explanation behind the design theory, research undertaken during the creation, colour schemes, examples and reasoning behind plants and materials used plus a clear, drawn image of the finished planted area. It is up to the WI to interpret the theme as they wish, and decide whether to base their design on a season or a theme.

How to enter

This competition is open to all WI members; entries must be submitted on behalf of the WI and not as an individual. Members of the WI are encouraged to work together to compose a design which will then be submitted under the name of the WI, and not a specific individual. Only 1 entry per WI will be accepted.

WIs must submit their finished design directly to the NFWI for judging (not via federations as per previous competitions). Deadline for entries is **FRIDAY 27 AUGUST 2021** (address to submit entries to be confirmed by end of July 2021). Each entry must be accompanied by a WI Entry Form.

Cost of entering is £10 (inc. VAT) per WI; please do not submit payment with your entry. An invoice will be sent to the WI from the NFWI Finance Department, after the closing date.

The finished design must include

- A drawn image of the finished planted area, in colour, (either by hand or electronically)
- A list of plants and materials to be used and reasoning behind choice
- A clear, simple message explaining the inspiration behind the design
- Detail of any research undertaken during the planning process
- Colour scheme
- The official WI logo; the logo of the individual WI can also be included if required
- The name of the WI and federation (on the back of the design, for admin purposes only).

Key components that must be considered

NFWI vision: bold and inspiring, growing and relevant, inclusive and flexible (vision statement can be found on My WI or by contacting the membership team at the NFWI).

Theme and style: how does the finished plan represent the WI?

Please note

- The list of plants and materials used in the design does not have to be a definitive list but should be a good indication of what could be used in the raised bed.
- It is up to the WI to decide on the planting area, size, potential location and where it could be displayed in the community, season and theme.
- The application can be produced either by hand (no larger than A3) or by digital form (completed on any graphic design, Microsoft Office or similar package, maximum file size 4MB).
- Due to the current pandemic, WIs are required to follow government guidance, nationally and locally, at all times throughout the competition.
- The winning entry, runners up plus a selection of chosen entries will be retained by the NFWI for display purposes until December 2021. The NFWI reserves the right to use images of these entries on WI social media channels, My WI and in WI Life. Photographs will be acknowledged to the WI.
- WIs are permitted to recreate their designs in their community, however, permission must be granted from appropriate sources (local council, land-owner etc) and the correct application or process followed. WIs are permitted to seek external sponsorship to help fund the cost of achieving this, however all responsibility involved in managing any form of sponsorship, including administration and contractual agreements, must be managed, and overseen by the WI. The NFWI will support the WI throughout this process, if required.

Timescale

- WIs must send their entry directly to the NFWI (address to be confirmed by end of July 2021) no later than FRIDAY 27 AUGUST 2021. It will not be possible to accept late entries. All entries must be accompanied by an WI Entry Form.
- At present, it is not possible to return entries to WIs after judging. Should this change, all WIs will be notified.
- Judging will take place during September/October and the winner will be notified as soon as judging is complete.
- A representative from the winning WI will be presented with the Huxley Cup at the Annual Meeting, June 2022 (to be confirmed).