

Subject: CPRE WILTSHIRE BEST KEPT VILLAGE COMPETITION 2025
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From: CPRE Admin
To: CPRE Admin
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(This email is being sent to all Parish Clerks as listed on the Wiltshire Council and Swindon Borough Council websites as at 15 Dec 2024)

Dear Parish Clerks,

I should like to draw your attention, and that of your parish councillors and other villagers, to the forthcoming CPRE Wiltshire Best Kept Village Competition for 2025.

Note that this email is not the invitation to enter; that will follow later in February.

Even though your village might not have entered the BKVC recently, or even at all, please read on. Neither entering the Competition nor preparing for it need be substantial tasks, nor need they be undertaken by your parish council if you can find other villagers to take them on. Please note also that the Competition is for the best kept village, not for the prettiest village.

Entry is open to all villages/parishes with a population not exceeding 3500 as stated on Wiltshire Council's database or in Swindon Borough Council's area. There are three (population) size categories.

Please note the following:

- There is no cost to enter.
- Prizes of £200 to £30, **sponsored by idverde and Wiltshire Council**, are available for each of the three village size categories.
- As usual there will also be a prize of £150 for the "Best Newcomer", open to any village that has not entered the BKVC in the previous 6 competitions (i.e. since 2017).
- **Last year, the three size category winners were all villages who were regular or occasional entrants but had not won overall for at least the past 20 years.**

Many of those who did well in recent BKVCs benefitted from engaging some of their village community organisations. In this way the work to prepare was shared by many people, rather than being the responsibility of just a few members of the parish council. The other benefits of course are that preparing for judging can bring your community closer together and even be an enjoyable experience, and that your village will look

better as a result of the preparation work of its community.

The timings for this year's competition are similar to those of recent years:

- The entry deadline is 17th April.
- Judging for the first (District) round will take place from 12th May to 8th June.
- Judging for the second (County) round will take place in July.

If you are considering entering the Competition, might I suggest that you state this in your parish magazine, newsletter, website or social media account. This might attract volunteers to pick up the task of preparing for the entry, thereby relieving the Parish Council of doing so.

Further outline details will be provided in another email which I shall send in January.

I do hope that you will decide to enter this very worthwhile competition and I look forward to receiving many entries after I send the invitation in February.

Best wishes,

[Mike Manson](#)

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