

# BBC Gardeners' World Live

Sponsored by:  LEXUS

**18 – 21 June 2020 | Birmingham NEC**

## Show Gardens Fact Sheet

Before completing your application pack, please read through this document as it gives you a bit more information about Show Gardens and what to expect from applying to the Show.

### Meet the Team!

#### *Bob Sweet - Horticultural Director*

Bob brings a vast amount of knowledge and familiarity with BBC Gardeners' World Live and will oversee all horticultural aspects of the show including the Floral Marquee, Plant Village, Show Gardens, Beautiful Borders and features.

#### *Lucy Tremlett – Show Executive*

Lucy works alongside Bob to deliver all aspects of the show, and is based in the office should you have any urgent questions. Lucy will be processing your applications and answering any queries you have.

Email: [lucy.tremlett@riverstretevents.co.uk](mailto:lucy.tremlett@riverstretevents.co.uk)

Phone: 0203 405 4288

The team are available whenever you need so please do not hesitate to get in touch, no matter how small you think the question is, we're here to help you, and make it an easy and enjoyable journey to BBC Gardeners' World Live.

### Show Gardens at BBC Gardeners' World Live...

Show Gardens are an integral part of BBC Gardeners' World Live, and form the editorial jewel in the Show's crown featuring prominently throughout the event's marketing campaign. Previous Show Gardens have been designed and built by world-class designers and contractors in partnership with well-known brands and charities such as Paul Stone, Claudia De Yong for Wyevale, Owen Morgan with Big Fish Landscapes for Tesco and David Stevens with Peter Dowle (Howle Hill Nursery). With visitors main reason for coming to the show being to gain inspiration for their garden it's no wonder that Show Gardens are the top rated feature by our visitors, making the show a perfect place to deliver a sponsor's message.

### Sizes and Boundaries

There are no restrictions or pre-determined sizes or shapes for Show Gardens at this show. You're welcome to let your imagination run to create a garden that reflects the message you would like to portray.

## Application Process

We would strongly encourage that you either get in touch with Bob or Imogen about your application before submission, this is so we can get an idea of your plans and assist in any way we can to bring it to life.

Once you have submitted the application form allocation of space will be confirmed within 21 days of receipt of application, however the deadline to return applications is 26 January 2018. If there are any changes or tweaks needed to the design or planting these will be discussed at the allocation stage.

After your application has been accepted and the deadline to return applications has passed, we will be in touch once more to request further information which includes the following:

- Copy of your Public Liability Insurance
- Method Statement
- Risk Assessment
- Construction Phase Plan
- Build Schedule

## Access

At allocation you will also be sent a confirmation of space booking form, it is important that this is signed and returned as it will then get you access to our Exhibitor's Manual. The exhibitor manual has all the information about timings, passes, build up and breakdown. The exhibitor manual normally becomes available four months before the show starts. The standard build time for the Show Gardens is just over two weeks (from the Tuesday after the bank holiday at the end of May).

## Assessment

The Show Gardens are assessed by a group of five or six exceptional assessors, all with a wealth of horticultural experience and with a range of expertise. In 2019, the assessors included Mark Gregory, Chris Harrop, Kate Gould, Robert Hillier, Anita Foy and Lim Inch Chong. There are four main considerations which are taken in account by the assessors; overall impression, design, planting and construction (if applicable). Awards are then given in the following ascending level of achievement from Bronze, Silver, Silver-Merit, and Gold to the highest accolade of Platinum. There are also two special awards; The Best Show Garden and also Best Construction Landscaper UK. Awards will be announced at the Press Event on the afternoon before the opening day of the show.

You will be able to invite your sponsors and supporters along with family and friends to the Press Event should you wish, further details will be shared with you nearer the time.

## Excavations

There are substantial infrastructure under the NEC site consisting of drains, water mains, telephone lines and electric cables. With this in mind, we as the organisers' will do the majority of your excavation before you get on site to reduce the risk of hitting any services and delaying the start of your garden build. We ask for all gardens to send through a basic excavation plan showing the key levels needed and the Site Contractor will complete these before you arrive and be around with plant to make any changes or additional scrap off needed.

The Site Contractor will take on the majority of the site works, including all plant onsite. Only in exceptional circumstances will we allow exhibitors to bring their own plant, this is so that the site

stays safe and clear for everyone working. The Site Contractor will be available throughout the build to assist with any works you may need.

### Maintenance & Show Open Presence

We do ask that you maintain your garden throughout the show, so do be aware it is a four day event that takes place at the start of British Summer which means it could be any weather! We would encourage all to have a presence on your garden throughout the show as this does bring increased PR and sales benefits. It's also a fantastic opportunity to talk to the engaged visitors and to hear lovely feedback for all your hard work.

Exhibitors are welcome to print their own literature to share from the garden which can include information such as details of the garden, planting plan/list and credit to sponsors. A copy of the leaflet should be submitted to the Show Manager for approval before printing.

### Masonry Cutting

Only masonry cutting equipment with water-spray dust suppression kit may be used onsite. No exhibitor may undertake any operation which is likely to create dust causing detriment to exhibits that have already been staged.

### Materials

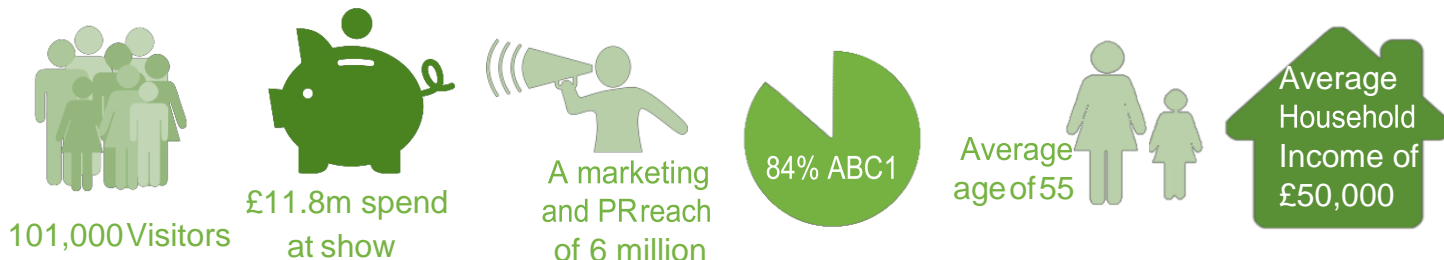
We are very lucky to be working hand in hand with some great suppliers and will be able to provide products such as top soil and turf from Rolawn and hard landscaping products from Marshalls PLC free of charge (subject to confirmation). Although we work with these suppliers we understand that you may have pre-existing relationships with suppliers so you are not obliged to use them.

### Plant Sell-off

Plants used in the display may be sold in the plant sell-off which takes place on Sunday of the show from 4:30pm. It is the responsibility of the exhibitor to remove all building and plant material and leave their site as they found it.

### Promotion & PR Opportunities

While you are securing your funding and potentially seeking sponsors, there are elements The Show can offer in a promotional capacity to help you secure potential supporters. The show attracts over 99,000 active consumers and editorial is one of the most powerful ways of catching their attention. Here are our demographics to discuss with your potential backers, should you need anything more specific do not hesitate to get in touch:



Tell us who you might work with and we can share ways of how their involvement will be credited and highlighted to consumers. We would incorporate your supporters on the show website, in the show's guide and onsite signage, and within our social media campaign, we are also able to discuss joint marketing opportunities, our aim is to help you secure the support you require to bring your designs to life.

Each exhibitor will get an allocation of complimentary tickets which they can share with their sponsors and supporters. There is also an exhibitors' friends and family discount ticket code which you will be able to share with your family so they can come and see your Show Garden.

### **Services (Water and Electrics)**

There will be access to water points near to all gardens, however you will need to bring your own hose. Should you need electrics for your garden for elements such as a water feature, exhibitors will need to order and pay for this themselves with our contractor GES.

### **Site Clearance**

After the show, the site must be returned to how it was found, with no rubbish or building materials left behind and the excavations left unfilled. Each garden will be asked for a refundable deposit which will be returned to the exhibitor upon inspection and sign-off of the site. The Show Organisers will arrange grab lorries and skips for all gardens and will minus the agreed cost for the amount of skips/grab lorry that garden uses from the deposit. This is to ensure that all materials are removed and also that there is access still available for all vehicles onsite.

### **Site Visit**

In March we will be holding a site visit for successful applicants to run through some further information and also for you to see the site, meet the team and fellow exhibitors, and ask any questions you have.

### **Storage**

There will be a small area onsite that you can store any additional plants and materials you may need during the show, however this is limited.