

Dear Applicant,

We are delighted to be getting in touch to announce the applications at BBC Gardeners' World Fair Spring 2022 from Friday 30<sup>th</sup> April – Sunday 1<sup>st</sup> May are now OPEN! The Fair was a sell out success in 2021 and we welcomed 15,000 visitors to the beautiful grounds of Beaulieu Estate.

The Fair is set amidst the internationally famous National Motor Museum, Palace House and atmospheric culinary gardens. As with BBC Gardeners' World Live, we bring the extremely successful dynamic of gardening and food together at the BBC Gardeners' World Fairs, in the form of the BBC Good Food Market.

Beautiful Borders continue to be an annual visitor favourite at BBC Gardeners' World Live as they display a variety of excellent designs, space savvy ideas, planting combinations and creative features that can be packed into a small garden. This winning formula is coming to The Spring Fair at Beaulieu where this **year's theme for the Beautiful Borders is DOWN YOUR WAY!** At just a few square metres, creating a Beautiful Border is an achievable and fantastic way to showcase your skills to a large audience of keen gardeners, press and experts.

**Kate Mason, Platinum Award and Best Border winner 2019 said:**

*"If you are considering doing Beautiful Borders, don't consider it, just do it.*

*You won't regret it! Since the show my business has gone crazy, the BBC Gardeners' World name is highly respected and means people have even more faith in my ability. I plan on developing my business further and continuing to learn as much as I can along the way. I hope one day to secure a sponsor and complete a full-sized show garden."*



**Meet the Team:**

*Bob Sweet – Horticultural Director*

Bob brings a vast amount of knowledge and familiarity with running shows and will advise on any aspects of the horticultural content.

*Lucy Tremlett – Horticultural Show Manager*

Lucy manages the event and is your first point of contact should you have anything you would like to discuss.

*Louise Jackson – Horticultural Exhibitor Manager*

Louise is your go-to for any floral queries and will be available on-site for any additional support

*Rachel Poletti-Gadd – MD of Gardening Division*

Rachel is the Managing Director of the gardening division.

*Sarah Sandys-Renton – Brand and Marketing Manager*

Sarah, and her team, will coordinate all marketing elements of the show including the Beautiful Borders. This means she may be in touch with any questions about your submission, [ssr@riverstreetevents.co.uk](mailto:ssr@riverstreetevents.co.uk)

### **Theme: 'Down Your Way!'**

**This year's theme for our Beautiful Border Competition is Down your way!**

The BBC is the foundation of broadcasting in the UK and in 2022 the corporation will celebrate 100 years since being formed. As part of the dazzling Centenary celebrations, the theme of the Beautiful Borders at the BBC Gardeners' World Spring Fair will pay tribute to one of BBC radio's longest running series 'Down Your Way'. Broadcast for nearly 50 years, the program travelled the country interviewing people about their everyday life, jobs and the special relationship they had with the area in which they lived.

We invite you, garden designers and creators, to join us in the celebrations by designing a Beautiful Border inspired by an aspect of life down your way. Just as the BBC Radio show, be it where you work, a landmark, a community project or local folklore, we want to learn more about what makes your locality special to you, interesting to others and above all, unique. This is your chance to share what's special about your locality through design and planting, as well as with style and flair.

There is no limit to your ideas.....

**Please note**, this is about your locality and does not need to represent Hampshire/Beaulieu

### **How will the borders appear?**

We will provide the footprint for you to create your Beautiful Border. You will be provided with a readymade 3x3m or 1.5x6m border as per your design. We build the Border for you with wooden sleepers to a height from the ground of approximately 0.6m. We can fill your Border with compost for you to plant directly in to. Otherwise, there is compost available to you on site for you to fill your own Border.

### **Awards:**

Each border will be assessed by an experienced and knowledgeable Garden Assessment Panel awarding either a Platinum, Gold, Silver Merit, Silver or Bronze Award. The assessment criteria will be shared with exhibitors 8 weeks prior to the Show.

### **Who's it for?**

The competition is for any level of gardener who would like to promote themselves to a highly interactive and knowledgeable gardening audience. For the professionals, Beautiful Borders are a fantastic shop window for your planting and garden design skills, showcasing your business to around 20,000 visitors over the space of three days. For gardening clubs and charities, the Beautiful Border competition is a creative and engaging way to raise awareness and convey a message to a receptive audience. For Garden Design and Horticulture students, the Beautiful Borders offer an unbeatable chance to gain experience of designing and building a show garden with the support and experience of the team behind BBC Gardeners' World Live.

### **Apply now!**

Applying is quick and easy, please complete the attached application. Should you have any questions or issues regarding the application, please do get in touch.



Come and be part of BBC Gardeners' World Spring Fair 2022! Once we have received your application we will be in touch with you very soon and endeavour to get back to you within 21 days with feedback on your design. The latest we can accept an application is **24<sup>th</sup> January 2022**. We are here to support and help you every step of the way, so just call if you have any questions!

We look forward to hearing from you!

Lucy Tremlett

BBC Gardeners' World Fairs Horticultural Show Manager

**Lucy Tremlett:**

E: [Lucy.Tremlett@immediate.co.uk](mailto:Lucy.Tremlett@immediate.co.uk)

T: 0207 1505130

**Previous Beautiful Borders:**



**BBC**  
**Gardeners'**  
**World Fair**  
at Beaulieu, Hampshire  
29 April - 1 May 2022  
*Spring*

Partnered by:  Millier

**Beautiful Border Competition**

Please complete the below form and return as soon as possible to **Lucy Tremlett** either by post or by email.

Allocation of space will be confirmed **within 21 days of receipt** of application, however the deadline to return applications by is **24<sup>th</sup> January 2022**

**Lucy Tremlett**  
Immediate Media  
Vineyard House  
77 Brook Green  
Hammersmith  
W6 7BT

[Lucy.Tremlett@immediate.co.uk](mailto:Lucy.Tremlett@immediate.co.uk)

Thank you and we look forward to working with you!  
Lucy Tremlett  
**BBC Gardeners' World Fairs Horticultural Show Team**

## CHECKLIST

Please make sure your completed form is returned with the below documents:

- Master Plan
- Perspective drawing
- 50-100 word description for use in the Showguide (e-showguide), on-site signage and PR purposes
- Any other relevant details for example; sculpture, water etc.
- Preliminary planting plan with key structural specimens

## CONTACT DETAILS

### Exhibitor Contact Details

These details are used for communication between the Show Team and the Exhibitor and will not be published:

Company (if applicable)		
Key Contact		
Address		
Post Code		
Email		
Telephone	Mobile	Landline
Web Address		
Are you a subscriber to BBC Gardener's World Magazine?	<input type="checkbox"/> Yes <input type="checkbox"/> No	

### Beautiful Borders Design Details

Designer's Name	
Company/Organisation/College (if applicable)	
Title of Border	

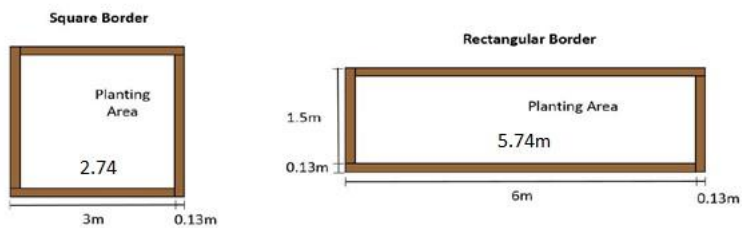
The theme for 2022 will be:

## Down Your Way!

Please write a short story or design explanation (50-100 words)

Please use separate sheet if necessary.

There will be two sizes of border available to plant, **please indicate below which you would prefer** (please note, these diagrams are not to scale). The below measurements indicate the estimated planting area of the border.



Square Border

Rectangular Border

Will you be selling plants in the 4pm sell-off on Sunday?

Yes

No

## FINAL CHECKLIST

Here is a final summary of the actions you need to take and all forms that need to be completed with your application, before sending this form and associated documents to [lucy.tremlett@riverstreetevents.co.uk](mailto:lucy.tremlett@riverstreetevents.co.uk).

- Have you completed all relevant parts of this form?
- Have you enclosed all the documents outlined within the first checklist?
- Saved a copy of these files for your own reference?

On acceptance of application, detailed requirements along with an outline of the rules and regulations will be discussed.

In submitting this application, I/we confirm that if this application is successful I/we will comply with the schedule set out in the BBC Gardeners' World Spring Fair Manual 2021 and have read and understood all enclosed documents.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

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