



Beautiful Borders Competition 2023

Dear Applicant,

We are delighted to announce that applications for the BBC Gardeners' World Beautiful Borders Competition are now OPEN!

- **BBC Gardeners' World Fair Spring - Friday 28th - Sunday 30th April**
Beaulieu Estate, Hampshire

BBC Gardeners' World Fair Spring, launched in 2021, is now heading into its third year. Last year the show welcomed 18,000 visitors to the beautiful grounds of Beaulieu Estate in Hampshire. The Fair is set amidst the internationally famous National Motor Museum, Palace House and atmospheric culinary gardens and appeals to a passionate local gardening audience.

- **BBC Gardeners' World Live - Thursday 15th - Sunday 18th June**
The NEC, Birmingham

BBC Gardeners' World Live is our flagship show heading into its 31st year at the NEC in Birmingham. The show is enjoyed by around 91,000 visitors over 4 days and pulls an audience from all over the UK. The show runs alongside the BBC Good Food Show Summer harnessing the synergy of gardening and food and offering the audience a fantastic day out.

- **BBC Gardeners' World Fair Autumn - Friday 1st – Sunday 3rd September**
Audley End House & Gardens, Saffron Waldon

Launched in 2022, the Autumn show was a sell-out success! The Fair encourages exhibitors to present the very best of Autumn Garden and plant inspiration. Last year's launch event exceeded targets, inviting an impressive 16,500 visitors to the spectacular grounds of Audley End's House & Gardens and featured experts including Adam Frost and Joe Swift.

Who's it for?

For the professionals, Beautiful Borders are a fantastic way to display your skills as a garden designer and plantsman, showcasing your business to thousands of people throughout the duration of the shows. 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.

Jordan Weston, Gold award winner 2022 said:

“I have taken part in the Beautiful Borders competition twice now and both times were equally such an incredible experience from beginning to end. Not only is it a great opportunity to promote your business showcasing your skills and talent to tens of thousands of visitors and millions on TV, you’re surrounded by likeminded, passionate horticulturalists who become your family during your time at the event and thereafter. Taking part has opened up so many opportunities for me and my business which would not have crossed my path if I hadn’t taken part. Who knows what being part of this may hold for you but I say go for it, you wont regret it! It’s a little addictive, so maybe see you there.....”



Theme: ‘My Garden Escape’

We invite you, garden designers and creators, to encapsulate the essence of your ideal garden escape, by designing a Beautiful Border at BBC Gardeners’ World Live 2023. Your interpretation of the ‘My Garden Escape’ theme might be a quiet oasis or refuge, a place of mindfulness or an area shaped around it’s mental health benefits and sensory aspects. Or is your ‘Garden Escape’ a place for friends and family to gather, to grow edibles for your table, to let your hair down in, or a firework display of exuberance and colour? Perhaps your Garden escape reflects one of your hobbies or pastimes, or maybe it embodies your ultimate happy place.

Remember, be creative! Our gardens are an extension of our lives and homes and play an important role in our health, wellbeing, family life and more. This is your chance to immerse yourself to create a space through design and planting that makes you happy and positive and will inspire others to transform an area of their own garden into their very own Garden Escape.

Awards:

As well as the prestigious Platinum, Gold, Silver Merit, Silver and Bronze Awards to acknowledge excellence within the competition, the Garden Assessment Panel award the **Best Beautiful Border** and **Best Interpretation of the Theme** – both of which offer recognition to the most outstanding entries.

See below a quote from one of our Beautiful Border assessor, Ian Hodgson (Editor, Garden News):

“I really enjoy the whole process surrounding the beautiful Borders competition, working with Richard and the team, meeting the creators, and hearing how they translated their vision into reality. It’s also heartening to appreciate those working for charities are trying to contribute to making the world a better place via their exhibits, and those who are setting out on a career in design. BB gives them such an important step forward”

Apply now!

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

We hope that you will see this as a great opportunity to participate in our BBC Gardeners’ World shows, and once we have received your application, we endeavour to get back to you with 21 days, however the deadline to return applications is as follows:

- BBC Gardeners’ World Fair Spring – 23rd January 2023
- BBC Gardener’s World Live – 23rd January 2023
- BBC Gardeners’ World Fair Autumn – 2nd May 2023

We look forward to hearing from you!

Lucy Tremlett
BBC Gardeners’ World Live Horticultural Manager

Contact details:

Lucy Tremlett:

E: Lucy.Tremlett@immediate.co.uk

T: 0207 1505130

CHECKLIST

Please tick below which show you wish to submit your application form for:

- BBC Gardeners' World Fair Spring
- BBC Gardeners' World Live
- BBC Gardeners' World Fair Autumn

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, 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

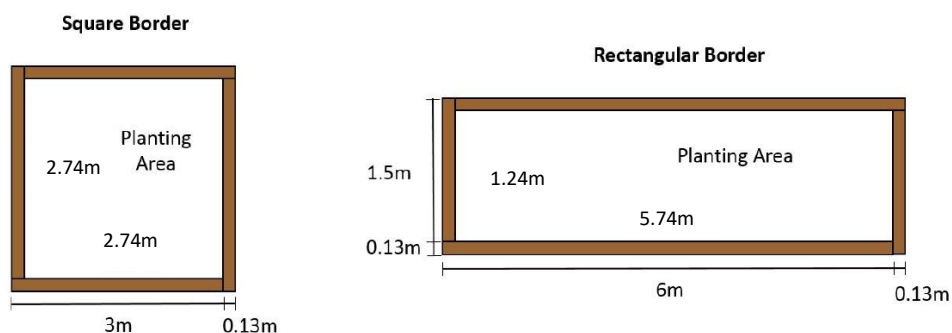
These details are used for communication between the Show Team and the Exhibitor and will not be published:

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	
<p>The theme for 2023 will be:</p> <p>'My Garden Escape'</p> <p>Please write a short story or design explanation (50-100 words)</p> <p>Please use separate sheet if necessary.</p>	

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. You are also welcome to suggest any of the variations of the sizes, we can put two borders together or add meterage within the below multiples:



Square Border

Rectangular Border

Note: If you feel your project might better suit a larger space contact Lucy Tremlett about our Showcase applications (small garden size of up to 40m2, like Show Gardens these are subject to individual themes)

Will you be selling off the plants in your border in the Sunday evening sell-off (from 16.00)?

- 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.

- Have you ticked which show you are submitting your application for?
- 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.

Signed: _____

Date: _____

Allocation of space will be confirmed **within 21 days of receipt** of application, however the deadline to return applications is as follows:

- BBC Gardeners' World Fair Spring – 23rd January 2023
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