



Beautiful Borders Fact Sheet

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

Imogen Bodimeade- Horticultural Show Manager

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

Email: imogen.bodimeade@riverstreetevents.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.

What are Beautiful Borders...

Beautiful Borders are a unique element of BBC Gardeners' World Live providing an opportunity for horticultural students and budding gardeners to experience the design, planning and build of a horticultural exhibit in a show environment, without the large financial and resource commitment of a show garden. The area is a great hit with visitors, allowing them to take inspiration for their own garden or small space.

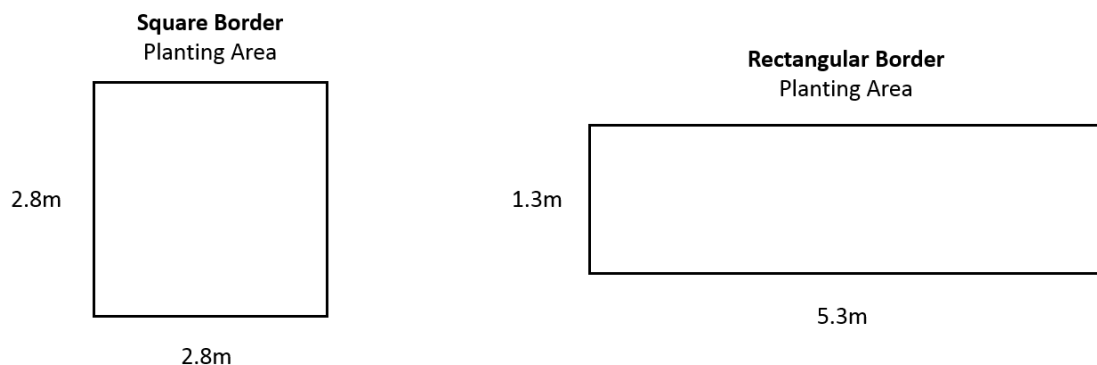
The borders consist of a raised bed made out of timber members, these will be prepared and filled with compost ready for when you arrive to start planting.

The Theme

Every year there is a specific theme for the Beautiful Borders, it's normally quite a broad theme allowing for lots of imaginative designs and planting schemes. Please refer to the application for this year's theme and let your imagination run wild!

Sizes and Boundaries

The borders come in two different shapes and sizes either square or rectangular, please see below for detail on the sizes and planting area. The borders will be filled with compost to a depth of just under 500mm. Please note that the borders should be designed to be viewed from all sides, however, if this isn't the case for your design, please make us aware on your application.



Application Process

Allocation of space will be confirmed within 21 days of receipt of application, however the deadline to return applications is 12 January 2018. If there are any changes or tweaks needed to the design or planting these will be discussed at the allocation stage, giving you enough time to source plants and any additional structures you may have in your design.

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, and some compulsory online forms. The exhibitor manual normally becomes available four months before the show starts.

Assessment

The borders are assessed by a group of three exceptional assessors, all with a wealth of horticultural experience and with a range of expertise. 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 Beautiful Border and also Best Interpretation of Theme. 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.

Maintenance of Border & Show Open Presence

We do ask that you maintain your border 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! There will be access to water points near to the borders, however you will need to bring your own hose. We would encourage all to have a presence at your border 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.

Method Statement

For health and safety reasons we will need a method statement from you. This isn't needed until well after your border has been accepted. It's a very simple document and at the site visit (please see below) you will receive an example method statement which gives you a good basis for your own.

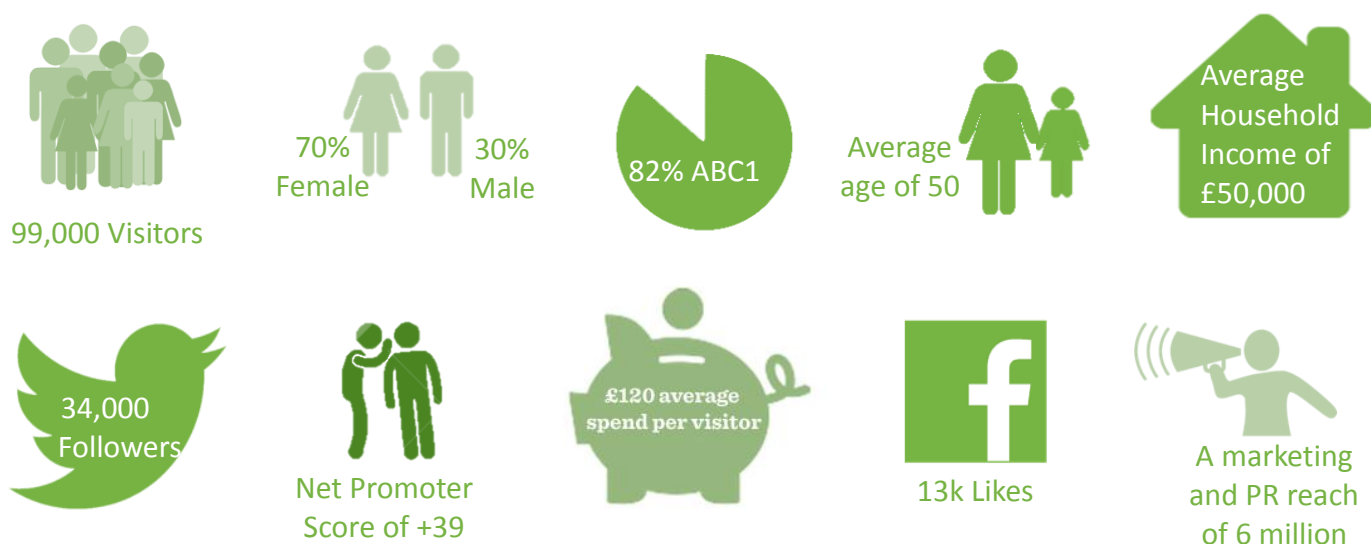
Planting and Breaking down the Border

Plant can be planted directly into the soil, either with or without their pots, however if planted in their pots it's important to make sure the pots are not visible above the soil level. To plant the border, you will have from the Saturday before the show starts (about 5 and a half days in total) with assessment of the border taking place the day before the show starts. Further details of the exact dates and times will be shared with you after allocation of space.

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 the border as they found it.

Promotion & PR Opportunities

Below is a few more fact and figures about our visitors and the show in general.



All borders will be promoted and details listed on our website and in the Show Guide. This information will be taken from your initial application, so it is important you keep us up to date with any changes. We will also provide signage for your border at the show.

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 beautiful border.

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.