

17 - 20 June 2021 | Birmingham NEC

Beautiful Borders

Dear Applicant,

We are getting in touch to announce that applications for the BBC Gardeners' World Live Beautiful Borders are now open! After a bumper year in 2019 with three Beautiful Border designers winning Platinum Awards, and the postponement of the 2020 event, we're now inviting designers and groups to apply for 2021.

Beautiful Borders are 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 year's theme for the Beautiful Borders is 'Flower Power'** which ties into ongoing Gardeners' World themes. At just a few square metres, creating a Beautiful Border is a 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."



Theme: Flower Power

Come and join Flower Power at BBC Gardeners' World Live 2021

BBC Gardeners' World Live are going to make the 2021 Beautiful Borders a celebration of the POWER of FLOWER with all the happiness and memories they can bring.

Flowers and plants have the power to make us happy often with a rich palette of colour and scent, they can keep us healthy, and can bring us together in our communities. They act as pollinators, are critical for wildlife, and are even edible

Will your border inspiration be stimulated by the original era of Flower Power? Be a space simply celebrating flora using a variety of annuals, perennials, trees or shrubs or will it reflect the Power of Flowers for wildlife, health/wellbeing, biodiversity?

Tell us where your border would be located, be it in your garden, a community space, school, or even a stately home. Please also tell us if your border will have an afterlife (being donated or reused in anyway) or if you have incorporated any sustainable elements

We look forward to the depth of interpretations at the 2021 event.

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.

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 around 100,000 visitors over the space of four 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.

Top Tips!

We have been asking designers from over the years for their lists of dos and don'ts when it comes to designing, planting and planning. For tricks of the trade, make sure you have a read of our [designers' dos and don'ts >](#)

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 BBC Gardeners' World Live 2021, and once we have received your application we endeavour to get back to you with 21 days, however the latest we can accept application is **27th January 2021**. 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 Live Horticultural Manager

Contact details:

Lucy Tremlett:

E: Lucy.Tremlett@riverstreeevents.co.uk

T: 020 3405 4288



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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 **27th January 2021**.

Lucy Tremlett
River Street Events
44 Brook Green
Hammersmith
London W6 7BT

Lucy.Tremlett@riverstreetevents.co.uk

Thank you and we look forward to working with you!

Lucy Tremlett

BBC Gardeners' World Live 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, 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	

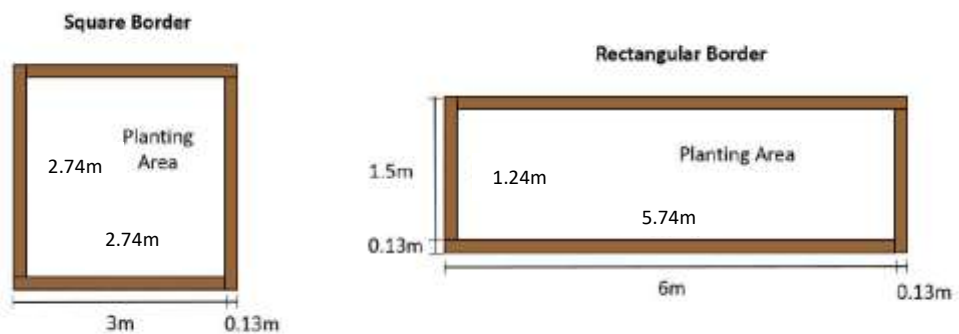
The theme for 2021 will be:

Flower Power

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

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 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 Live Manual 2021 and have read and understood all enclosed documents.

Signed: _____

Date: _____

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