



Show gardens, regularly identified in visitor feedback as the top 'must see' on their list, are an exciting opportunity to inspire our visitors, demonstrate horticultural, design and constructional excellence and provide promotional opportunities for designers, contractors and community projects.

Of the 98,000 visitors at both 2016 shows, 88% visited the Show Garden area. Of these, 36% of visitors were looking for inspiration and 96% were impressed or very impressed, with over a third of those surveyed in search of inspiration for their own garden.

For Spring 2017, Show Gardens are available in the following categories:

### **The Avenue**

Make a real statement with this opportunity to let your creativity run riot. A professional category, with no set title, theme and no limit of design, your garden must be viewed from the front and at least one side allowing a good view into your creation.

### **Community Spirit**

Part of Harrogate Flower Shows' commitment to supporting charitable groups and community organisations, this category is open to all entrants and offers the opportunity of creating a 'message in a garden' for your own group or society.

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## Check List

- Completed application
- Design 1
- Design 2
- Other relevant information/pictures
- Proof of Public Liability Insurance £5 million
- Risk Assessment
- Other relevant information/pictures

## Important Dates

- 6<sup>th</sup> October – Show garden applications opened.
- 28<sup>th</sup> November – Show garden application closing date.
- 5<sup>th</sup> December – Applicants informed if successful.
- 20<sup>th</sup> January – Any changes to design, information and copy of PLI & risk assessment.
- W/C 13<sup>th</sup> March – Site visit, by prior arrangement.
- W/C 20<sup>th</sup> March – Initial sponsorship monies paid.
- 10<sup>th</sup> April – Construction start for gardens with an area of 60m+
- 11<sup>th</sup> April – Construction start for gardens with an area of 40m<sup>2</sup> – 59m<sup>2</sup>
- 12<sup>th</sup> April – Construction start for gardens with an area of 20m<sup>2</sup> – 39m<sup>2</sup>
- 19<sup>th</sup> April – Judging from 10:00.
- 20<sup>th</sup> – 23<sup>rd</sup> April – Show open between 09:30 – 17:30 (16:30 Sunday).
- 28<sup>th</sup> April – Garden area cleared and signed off by member of Show Team.
- 5<sup>th</sup> May – Remaining sponsorship and any award money paid.

## Information for Applicants

### **Awards & results**

Award results will be available from 07:30 on Thursday 20<sup>th</sup> April, earlier if possible. One award card will be available to display and one additional card will be posted after the show. No further award cards will be available however, a digital PDF copy will be emailed.

### **Badges, passes and tickets**

No badges, passes or tickets are required for the build-up or breakdown, only the show days. Due to the limited parking available, strictly one parking permit is available to each designer. In addition to 4 exhibitor badges, 2 day any day complimentary tickets are offered for invited guests and sponsors. Further exhibitor badges are available at £15 and reduced priced day tickets at £9.

### **Build-up time**

Start dates for construction are staggered to provide a practical and fair working environment.

Size	Construction start
Area 20-29m <sup>2</sup> (e.g. 5m x 4m, 5m x 5m)	Wednesday 12 <sup>th</sup> April
Area 30-39m <sup>2</sup> (e.g. 6m x 5m, 6m x 6m)	Wednesday 12 <sup>th</sup> April
Area 40-49m <sup>2</sup> (e.g. 8m x 6m, 7m x 7m)	Tuesday 11 <sup>th</sup> April
Area 50-59m <sup>2</sup> (e.g. 8m x 7m, 6m x 9m)	Tuesday 11 <sup>th</sup> April
Area 60-69m <sup>2</sup> (e.g. 8m x 8m, 7m x 9m)	Monday 10 <sup>th</sup> April
Area 70m <sup>2</sup> + (e.g. 9m x 8m, 9m x 9m)	Monday 10 <sup>th</sup> April

### **Breakdown**

Breakdown may commence from 16.30 on Sunday 23<sup>rd</sup> April. The garden and all materials must be completely removed by 17:00 Friday 28<sup>th</sup> April, with site sign off required by a member of the NEHS Show Team before leaving.

Should the garden site not be cleared to the original condition, remaining sponsorship and award money will be retained.

### **Construction/Excavation**

All gardens are located on grassed surface. Due to shallow water pipes and reinforcing mesh, surface-build is strongly recommended wherever possible. Any necessary ground excavations should not exceed 400mm. If you require to excavate deeper, please contact the NEHS in advance. Care should be taken at all times to protect the grass around the garden.

If using plant machinery, approval must be sought from the NEHS in advance. Ground matting must be used to protect all surfaces – this is to be supplied by the contractor.

### **Disc Cutter**

Only powered cutting equipment with a water/spray attachment may be used on site. No exhibitor may undertake any operation which may create dust causing detriment to other gardens/exhibits.

### **Electricity**

A free of charge 13 amp electrical supply is available to each garden; this must be stated on the application form. The electrical supply in the build-up may be a shared supply. Designers are required to bring their own transformer and extension cables.

### **Fencing/division**

No fencing as a back drop or as a division will be provided. Exhibitors are required to create a boundary in a material sympathetic to the scheme. The back of the garden must be dressed appropriately as visitors may be able to walk behind your garden.

### **Flags**

Flags of any sort are strictly forbidden as they may block views of other show gardens.

### **Forklift**

Please request a lorry with offloading capabilities for deliveries. However, if this is not possible, a limited forklift facility may be available. This must be booked in advance through the NEHS show garden coordinator.

Please note, due to the limited availability of the forklift facility and busyness of the show, please allow a 2 hour window.

### **Fundraising**

Any promotional activity other than data capture on its own must be made known and confirmed by the NEHS in advance of the Show. This includes but is not limited to prize draws, charity bucket collection etc. On occasions, the NEHS may allow a form of fundraising. This must be made known in your initial application and confirmed in writing by the NEHS.

### **Harmful plants**

It is the responsibility of the exhibitor to ensure that risks from harmful plants are avoided. Harmful plants must be positioned towards the back of the garden, or if throughout, a sufficient barrier sympathetic to the scheme must be in place around the garden and provided by the exhibitor. In all cases where harmful plants are used, controls must be in place in case of an incident.

### **Insurance**

All exhibitors and contractors are required to have Public Liability Insurance £5million.

### **Judging**

All gardens must be completed and all extraneous material cleared by 09:30 on Wednesday 19<sup>th</sup> April, in preparation for judging at 10:00. All information on the garden will have been stated in your application, from this, the judges will not meet designers in advance. A copy of the judging criteria for both Professional and Community Spirit will be available for successful applicants. In certain circumstances (e.g. community spirit gardens) judges may wish to speak with a representative of the group.

A representative from each garden will be offered the opportunity for feedback with a member of the judging panel on the morning of Thursday 20<sup>th</sup> April, between 09:30 and 10.30. Feedback after this time will not be available.

Once judging has taken place, under no circumstances may you alter, add or change any aspects of your garden. The garden must stay as judged. This includes but not limited to; adding additional items such as pots, deckchairs, additional planting etc.

### **Materials**

Materials can be delivered between 08:00 - 18:00 from Monday 10<sup>th</sup> April onwards via Hookstone Wood Road (Grey Gate). Please note that it is each designer/groups responsibility to ensure appropriate delivery and sign for any products delivered. Where possible, please request a lorry with offloading capabilities.

To assist the delivery driver in finding your garden once at the Great Yorkshire Showground, please state your company name and garden number in any delivery address.

### **Risk assessment**

A completed risk assessment should be provided to the organisers by Friday 20<sup>th</sup> January 2017. A risk assessment should also be provided for each company/subcontractor working on your garden.

### **Prizes and recognition**

The NEHS may award prize money based on below:

Premier Gold Award	£500
Gold Award	£350
Silver Gilt Award	£200
Silver Award	£120
Bronze Award	£80

In addition, there are two discretionary awards which may be presented – the Sutcliffe Memorial Award for ‘Outstanding Show Garden’ and the Newby Cup for ‘Planting Excellence’.

If awarded, each is presented as part of the Presidents Tour from 09:30 on Friday 18 September.

All prize money, awards, trophies and recognition is at the complete discretion of the NEHS.

### **Promotional area**

A small promotional area next to each garden should be well planned and finished to a high standard, in keeping with the garden. The promotional area can be used to promote each designer or contractors organisation through plans, visuals and photographs.

Any promotional activity other than data capture on its own must be made known and confirmed by the NEHS in advance of the Show. This includes but is not limited to prize draws, charity bucket collection etc. *The promotional area is to promote, and not sell items.*

Strictly only the company or sponsors stipulated at the time of application may promote their business at the show, sub-contractors promoting their products is strictly forbidden. Please note, selling of any additional plant material or similar that is added or brought in after the judging is also strictly forbidden.

### **Restricted items**

Items below are either not allowed or restricted; permission must be obtained from the NEHS in advance: Balloons, flags, gnomes or brightly coloured creatures, artificial plants, banners, live animals, or any other item which in the opinion of the NEHS detractors from the presentation of the display or the show.

### **Safety in the workplace**

Harrogate Flower Shows takes its commitment to safety in the workplace seriously. All contractors using equipment should be fully trained and using appropriate PPE equipment. NEHS reserves the right to remove those contractors from site who may be causing danger to others through inappropriate or untrained use of equipment.

### **Security of exhibits**

Night security coverage will commence on the evening of Friday 14<sup>th</sup> April, but particular care should be taken regarding valuable items while on site. All materials and valuable items remain the property of the contractor and/or designer and are to be covered by the designer/groups insurance. Full 24 hour security will commence from Monday 17<sup>th</sup> April.

### **Services**

Electricity is provided free of charge but must be stated on your application if required. Transformers, connections and cables are to be provided by the exhibitor.

A number of water taps are located in the show garden area, it is advisable to bring a hose and adaptors.

## Storage

A temporary outdoor space will be made available for product storage in the build up to the event. There is no overnight/covered storage for equipment – please ensure that mixers, disc cutters and so forth are removed from site at the end of each day.

## Sponsors

Two title sponsors may be included in the programme with any remaining sponsors credited next to your garden information on our website. The NEHS cannot guarantee coverage of show garden sponsors in any prospective media opportunities.

## Sponsorship money

The NEHS offers sponsorship towards the cost of creating your show garden. This money must be channelled back into the garden and is for materials, waste disposal, electrics etc.

50% of sponsorship money will be paid the week commencing Monday 20<sup>th</sup> March, with the remaining 50% and any prize money paid within 10 working days of the show closing. The second payment is subject to the garden achieving a silver medal or above and will be paid by BACS using bank details as provided on your application form.

Bronze and no award gardens will not receive the second sponsorship.

The sponsorship values for each eligible garden are as follows:

	Category	Garden Size (frontage x depth)	
The Avenue	Professional	Area 20-29m <sup>2</sup> (e.g. 5m x 4m, 5m x 5m)	£800.00
		Area 30-39m <sup>2</sup> (e.g. 6m x 5m, 6m x 6m)	£1200.00
		Area 40-49m <sup>2</sup> (e.g. 8m x 6m, 7m x 7m)	£1500.00
		Area 50-59m <sup>2</sup> (e.g. 8m x 7m, 6m x 9m)	£1800.00
		Area 60-69m <sup>2</sup> (e.g. 8m x 8m, 7m x 9m)	£2100.00
		Area 70m <sup>2</sup> + (e.g. 9m x 8m, 9m x 9m)	£2400.00
Community Spirit	Community	Area 20–29m <sup>2</sup> (e.g. 5m x 4m, 5m x 5m)	£800
		Area 30-39m <sup>2</sup> (e.g. 6m x 5m, 6m x 6m)	£1200

## Subletting

An exhibitor must not sublet or otherwise part with the whole or any part of the allocated space.

## Waste disposal and NEHS Reuse & Recycle

The equivalent of 2, one tonne bags for waste are allocated to each garden and will be removed by the NEHS prior to judging. All further waste remains the property of the garden designer and is to be removed by Friday 28<sup>th</sup> April. Failure to adhere to this will result in disposal charges being levied upon any outstanding sponsorship value.

As part of the NEHS Reuse & Recycle offer, any re-usable materials should be identified within the initial application form for distribution to local causes.

## Working hours

The showground is open between 08:00 and 18:00. Work must commence on a weekday. Weekend starts are not permitted. However, weekend work is permitted.