



RHS RHS Malvern Spring Festival



9- 12 May 2024

Garden applications

Factsheet for exhibitors

Garden categories



Grants are available in all garden categories

Show Gardens

Show Gardens provide the opportunity for seasoned designers and emerging talent to showcase their horticultural flair and creativity. An open brief enables the creation of real and conceptual gardens to inspire and delight.

Outdoor Living Spaces

Incorporating a building structure, these garden designs offer a versatile and adaptable space encompassing multi-functional areas for living, working and relaxing.



Application process

Step 1 - Complete application form

Step 2 - Selection panel

The Selection Panel is there to review all applications and is made up of qualified RHS judges. They provide constructive feedback and check that the submissions are feasible and suitable for the RHS Malvern Spring Festival.

The RHS will schedule a time with the lead designer to join the Selection Panel via video call to answer any questions the panel may have. The call will last approximately 10 minutes and will be scheduled in advance of the meeting.

Step 3 - Feedback and further details

Following the Selection Panel, the Shows Team will provide feedback and may request further information. The designer must review and respond to the feedback.

Step 4 - Acceptance

Following the response to feedback and final review by the Panel, successful applicants will be offered a space at the Festival. The designer will then receive notification that they have received an 'Allocation of Space'.

Step 5 - Show information and designer day

Following acceptance of the space at the show, the designer/lead coordinator will be required to provide various other details in the lead up to the show, including media details. They will also have access to an Exhibitors Manual containing information about the Showground and available services.

In January, the designer/lead coordinator will receive an invitation to 'Designer Day' at the Three Counties Showground in Malvern. The day is intended to be both informative and inspirational and also provides the opportunity to become familiar with the Showground. As well as the chance to meet other designers and the Shows Team, there will be expert advice from industry leaders on building award winning show gardens. Speakers will include members of the Showground Operations Team offering valuable information on the logistics of a build and break down. The day concludes with a tour of the Showground.



How to apply

Read this factsheet thoroughly

This factsheet contains all the information you need to guide you through the application process. If you have any questions please contact a member of the Shows Team.

Submit the design proposal in the correct format

Please see the RHS sample design proposal [here](#).

This document is a guide only to show the desired level of detail, quality of the drawings and layout for your design proposal.

- The design proposal should be submitted as a single PDF and labelled clearly. Maximum file size available to upload on the form is 25Mb. If you have any problems submitting your proposal through the application form please send directly to the Shows Team via WeTransfer or contact a member of the Shows Team
- All drawings and images must be scaled to A3
- Annotations must be clear and legible at A3 size
- Design proposals will be viewed digitally by the panel so please bear this in mind and include detailed measurements as drawings will not be printed to scale
- Design proposals must not exceed 20 pages
- Design proposals must include at least one of each of the following six drawings

1. Master plan

A 2D colour plan to scale showing the Garden from above. This plan should be fully annotated with key elements of the design, such as boundary treatment, hard landscaping, full dimensions, planted areas, materials etc.

2. Layout plan

A 2D black and white outline plan. This is similar to the master plan but an outline version so the main elements of the Garden can be seen clearly. This plan should show key dimensions e.g. path widths, spot heights, water dimensions etc.

3. Perspectives

These should show key views into the Garden in 3D, either in perspective or axonometric form. Views from a show visitor's point of view into the Garden should be included. The 3D views should be in full colour.

It is useful if at least one 3D view is an artist's impression as this helps to understand the 'feel' of the Garden (which is often difficult to capture with computer drawings).

4. Sections

These plans should show excavation depths and key heights of all elements of the Garden (including both soft and hard landscaping).

5. Preliminary planting plan

The plan should be like the master plan, showing key structural plants and plantings schemes. The plan should be accompanied by a separate planting list – this does not have to be a final definitive list but needs to be a good indication of plants to be used.

Mood boards can be submitted but should not replace the planting plan and list as they are a key part of the application.

6. Construction drawings

Construction drawings should be supplied at application stage, clearly showing how buildings, structures, walls and any load bearing elements of your Garden are constructed.

Structural engineering drawings may be required at allocation and when submitting your Health and Safety information.

Additional documents may be submitted. These must be clearly labelled and it must be clear that they are in addition to the above drawings.

Past experience

Please include past experience of the designer and contractor. This can be done using clearly labelled photographs and text. Please include no more than two pages past experience.

Complete the application form in full

Ensure all sections of the application form are completed making sure the most relevant person is selected to act as the coordinator. The designated exhibit coordinator will be the primary contact and they will be responsible for distributing relevant material to the rest of the team.

Complete a full cost estimate for the Garden

A full cost estimate is required for the Garden and this must be approved by your contractor. This is an important step and will ensure that the Garden is achievable within the planned budget.



Garden Funding

As part of your application please state how you will fund the Garden. If you have confirmed sponsors or are having discussions with potential sponsors please provide details.

Please note that we can only provisionally accept a garden without secured funding. If funding is not secured at a point nearing the Festival then the provisional space allocation will be withdrawn.

Grants

The RHS Malvern Spring Festival awards every successful applicant the following grant in each Garden category*:

● Show Gardens

100-150m² - £10,000

55-99m² - £8,000

36-54m² - £6,000

● Outdoor Living Spaces

6m x 9m - £6,000 plus garden building provided

Please note – the grant values above exclude VAT

*Additional discretionary grants may be awarded in exceptional circumstances.

Grants are payable in two installments. The first installment of 50% is payable prior to the commencement of build up. The second installment of 50%, less any on site costs incurred, is payable after breakdown.

Sponsorship

Designers are encouraged to seek additional sponsorship to help achieve the highest quality Garden possible.

Fully self-funded

This category is usually applicable for sponsors who are submitting the application. However, if as a designer or contractor you intend to fund a Garden, please indicate whether you are capable of fully funding the build or whether you are seeking additional funding to cover the costs.

Client's Brief

The Client's Brief enables the Garden designer to communicate with the assessing and judging panels and forms the basis for assessing the Garden for a medal award. It focuses on:

- **what** the client has asked for and the Garden's purpose and function
- **why** the chosen design direction and/or theme is appropriate
- **how** the Garden will be constructed and in particular what materials and plants will be used

When completing the Client's Brief do not exceed the stated word limits or include overly detailed descriptions.

Do not leave any questions unanswered. If you state 'no' or 'not applicable' to any question please explain why this is the case.

Key information

Essential information online

- [Awards and judging](#)
- [Environmental responsibility](#)
- [Terms and conditions](#)
- [RHS Sustainability Policy](#)
- [Example design proposal](#)

Show Gardens

Sizes

Show Gardens can be any shape or size with a minimum of 36m². Although every effort will be made to accommodate the requested size of garden, there may be instances where dimensions may have to be amended.

Gardens to be viewed from two or three sides.

Public access

For gardens over 80m², walk-through access is possible and should be specified on the application form. (one way access requires a minimum path width of 1.5m; two way access requires a minimum path width of 2m). Please also consider how you will manage visitor flow and wear and tear to your garden due to footfall.

Outdoor Living Spaces

Size

6m x 9m incorporating a garden building no more than 6m x 3m (building provided).

Designers may choose any building from the Malvern Garden Buildings Collection and this can be customized internally and externally to suit the design.

Gardens to be viewed from two or three sides.

<https://www.malverngardenbuildings.co.uk/>

All Gardens

Acceptance of site

Once the application has been accepted, an Acceptance of Site contract will be issued, confirming stand number, size and contact details plus a CAD plan showing site location and details of site services. The Acceptance of Site contract will need to be signed and returned before the Exhibitors Manual and Exhibitor Requirements form can be issued.

Awards

As well as the RHS medals outlined in the Judging Section, each category of Garden will be eligible for a Best Garden and a People's Choice award. Across all Garden categories a Best Construction award will also be made.

Barriers around your site

All Gardens should construct barriers around their perimeter. This should be in keeping with the style of the Garden, be placed no more than 0.5m outside the edge of the Garden and must be 0.75 – 1.25m high. All Gardens must turf/finish the perimeter of their site to a high standard. This is the responsibility of the exhibitor. The Garden must be staffed from within the rope line or just outside.

Boundaries

- **Rear boundary** – 2m minimum
- **Side boundaries** – not essential, but where included these should be 2m maximum height and the first 2.4m of the boundary from the front of the Garden should be a maximum height of 1.2m.

Breakdown

All exhibitors must complete breakdown and site clearance as specified in the Exhibitors Manual.

A Clearance Authorisation must be signed off by the Site Manager or Head of Operations before leaving the Showground.

Electrical services

A communal power supply will be provided during the build and this will be removed prior to the Festival. If you require a bespoke supply during the Festival this can be pre-ordered via the Exhibitor Requirements form.

Fundraising

Charitable cash collection may not be carried out within the Showground. Discreet fundraising activities may be carried out within the Promotional/Engagement Area.

Graphics, murals, painted backgrounds etc

The proposed use of graphics, murals, painted backgrounds, etc. must be shown in plans submitted in advance and the Show Manager's permission sought for their use. In all cases these must be constructed of a fire-retardant material.

Ground protection

No sand, gravel, shingle, granite chips or similar materials likely to damage mowing machines or harm wildlife may be placed directly on the ground. Any such material must be placed on a thick membrane to protect the grass and ground.

Pre-fabricated fibreglass may be used only with prior permission from the Site Manager/ Head of Operations. Glass chippings, crushed CDs, etc. and selected waste metals are not permitted.

8 foot x 4 foot RoadTrack panels are supplied to protect the ground during build up and it is requested that these are used as much as possible.

Health and safety

All exhibitors must read and abide by regulations set out in the Exhibitors Manual. Health and Safety documents must be submitted at least 4 weeks prior to the start of build up. Site passes will not be issued until this has been completed. Significant risks associated with the build must be identified in the Risk Assessment and a Work Method Statement must be produced detailing how risks will be controlled.

Along with the Work Method Statement additional supporting plans may be needed to support the proposed work methods; the show's Health and Safety Team can advise about the level of detail required.

Heights of buildings, structures and trees

Within reason, the heights of buildings, structures and trees are not limited however, exhibitors must ensure that the heights of buildings and structures over 3m high are clearly indicated on the plans when applying.

Trees should be an appropriate height for the Garden scheme and trees taller than 6m should be marked on the plans.

As a general guideline, the higher the building or structure, the further away it should be from a common boundary. Structural details of any buildings or structures must be submitted prior to build up.

Leaflets

Exhibitors must make information relevant to their exhibit available to visitors. Acceptable formats include leaflets, QR codes with a link to a webpage, business cards or other handouts. Other information such as credits to sponsors may be included provided at least one third of the information is devoted to details of the exhibit. A copy of the content should be submitted to the Shows Team for approval at least 6 weeks prior to build up.

The content should include the following;

- Images and information to act as an aide memoire which must be produced to a high standard.
- Introductory information should contain exhibitor name, exhibit title (if applicable), site number, full show name (RHS Malvern Spring Festival 2024) and the social media hashtag #RHSmalvern.
- Contact details and other information on the company/ organisations/sponsors/designers.
- Images of the exhibit design and featured plants (where applicable).
- Plant lists and any other information relevant to the horticultural content of the exhibit.

If a QR code is used the position of the QR code/weblink must be subtly incorporated into the perimeter of the Garden, between the edge of the Garden and the rope line. It must not be inside the Garden.

Masonry cutting

Only masonry cutting equipment with water-spray dust suppression kit may be used on site.

Media form

Exhibitors are required to complete Media form. This should be completed as fully as possible and should include a final illustration of the Garden. This illustration will be used on the RHS website, The RHS Malvern website and in the Show Guide so it is essential that the illustration is of high standard. Journalists may also include the illustration in media content. You will receive a link to the Media form on allocation of site.

Plant and machinery

- A maximum weight **limit of 7.5** tonnes applies to all plant bought on site.
- Metal tracked equipment with lugged tyres is not permitted on site.
- All vehicles such as forklifts, excavators, dumper trucks and plant that travel over grassed areas must be fitted with grassland tyres or rubber tracks where appropriate.
- There will a digger/dumper and telehandler available on site. Bookings should be made with the Site Manager.
- Plant operators must be competent, experienced and in possession of the appropriate qualification license or certificate. This must be available for inspection by the Health and Safety Team.
- Unattended plant must be parked correctly and safely without blocking any access/egress point to or from buildings, structures or the site.
- All plant must be equipped with broadband (white noise) safety reversing alarms.

Promotional space

The promotional space must be designed and submitted as part of the application. The space is to be used as an engagement area that relates to and complements the Garden. It may include a sponsor's or designer's own structure (subject to regulations and approval from the Show Manager).

The overall promotional space should be well planned and finished to a high standard to tie in with the Garden.

Soil and turf removal

The Showground Team will remove all or part of the turf from the allocated space by prior arrangement. Requests for turf removal should be made via the Exhibitor Requirements form.

Where not removed by the Showground Team the existing turf on sites should be removed with as little soil as possible. Excavated soil must be incorporated within the construction of the exhibit where possible or removed to designated spoil heaps, it must not be removed from the site. Please liaise with the Site Manager.

Staffing your garden

Gardens must be staffed during Festival open hours. Gardens should be staffed by members of the design/construction team as well as the sponsor company, to inform visitors about the plant and design elements within the Garden.

The following staffing levels are recommended: six people for Gardens over 100m² and two to four people for Gardens 36m² to 99m².

Storage areas

Catalogues, leaflets and other promotional material must not be stored in view of visitors and it is recommended that designers build discreet storage into their promotional areas.

Sustainability

Gardens must be repurposed in accordance with the RHS Sustainability Policy. Provision for this must be clearly stated on the application form.

Tickets

In addition to a Garden's complimentary ticket allocation, exhibitors have the opportunity to purchase a limited number of show tickets for clients and guests at a discounted rate. Additional tickets should be ordered via the Exhibitor Requirements form.

Water

Communal standpipes will be provided during the build and these may be removed prior to the Festival. If you require a bespoke water supply for the Garden during the Festival this can be pre-ordered via the Exhibitor Requirements form.



Key dates

The following dates are to be used as a guide and are subject to change. Dates will be confirmed at allocation and in the RHS Malvern Spring festival General Regulations for Exhibitors.

Event	Guide date
Application	
Application deadline	Monday 25 September 2023
Selection Panel meeting	w/c 6 November 2023
Feedback period	w/c 13 November 2023
Acceptance & allocation of site	w/c 27 November 2023
Designer Day at the Three Counties Showground	January 2024
Media form deadline	w/c 15 January 2024
Health and Safety/Insurance/Permission to Dig/ forms deadline	w/c 25 March 2024
Exhibitor Requirements form deadline	w/c 25 March 2024
Build-up	
Build-up starts	Monday 15 April 2024
Gardens complete	Wednesday 8 May 2024
Garden assessment	Tuesday 7 May 2024
Judging	Wednesday 8 May 2024
RHS Malvern Spring Festival	
Festival Open Days	Thursday 9 to Sunday 12 May 2024
Breakdown	
Breakdown starts	Sunday 12 May 2024
Breakdown completes	Friday 17 May 2024

Show Contacts

Head of Shows



Jane Edwards
Telephone **01684 584938**
Email **jane.edwards@threecounties.org.uk**

Head of Operations



John Wilesmith
Telephone **01684 584920**
Email **john.wilesmith@threecounties.org.uk**

Show Lead



Kate Dufton
Telephone **07749 810995**
Email **kate.dufton@threecounties.co.uk**

Shows Executive



Melinda Goodhew
Telephone **01684 584915**
Email **melinda.goodhew@threecounties.co.uk**

Shows Co-ordinator



Charlie Gwynne
Telephone **01684 584919**
Email **charlie.gwynne@threecounties.co.uk**

Marketing



Briony Watkins
Telephone **07749 810994**
Email **briony.watkins@threecounties.co.uk**

Online

RHS website **rhs.org.uk/shows-events/malvern-spring-festival**
RMSF website **rhsmalvern.co.uk**
Facebook **[@MalvernShows](https://www.facebook.com/MalvernShows)**
Twitter **[@MalvernShows](https://twitter.com/MalvernShows)**
Instagram **[@malvernshows](https://www.instagram.com/malvernshows)**



© RHS. RHS Shows are organised by the RHS Shows Department, 80 Vincent Square, London SW1P 2PE. Registered Charity No. 222879/SC038262

© Three Counties Agricultural Society. Three Counties Showground, Malvern, Worcestershire WR13 6NW. Registered Charity No. 511868

