

Young Gardeners of the year



David Domoney



THE PRINCE'S
FOUNDATION



The Prince of Wales with competition mastermind, David Domoney, to promote horticulture, landscaping and garden design as a career to the youth of the nation.

THE NATION'S LEADING COMPETITION

for new talent in garden
design and landscaping

Launched to great acclaim in 2011, making 2019 its ninth year, the prestigious Young Gardeners of the Year competition in association with The Prince's Foundation sees students from the UK's leading horticultural colleges going head-to-head to build stylish, cutting edge show gardens in a bid to be crowned this year's champions.

In six short days, competitors pull out all the stops to turn a small plot into a sustainably-sourced garden bursting with clever design features and sleek functionality before thousands of eager visitors flock in. Assessed by a panel of industry experts, entries are awarded medals of Bronze, Silver, Silver Gilt and Gold. The spectacular overall winning garden receives the coveted Best in Show trophy with its associated financial prize and the creative team behind it are crowned the Young Gardeners of the Year. Every year, the public also vote for their favourite garden, which receives the People's Choice award.

David Domoney is a Chartered Horticulturist and TV gardener who presents on ITV1's Love Your Garden alongside Alan Titchmarsh, which peaks at 4 million viewers per episode. A decorated garden designer, Domoney boasts a collection of 30 RHS medals, including Chelsea Gold and Best in Show awards, and in 2018, was selected by His Royal Highness Prince Edward to receive the Award for Excellence in Horticultural Career Development.

David Domoney



“These are young students showing that gardening is about creativity, design and places you want to *be*—and I want to be in all of these gardens. I’ve sat down in all of them and thought, ‘I could live here.’”

Alan Titchmarsh, MBE, DL, HonFSE

IMPACT

Over the course of its history, Young Gardeners of the Year has showcased the innovative creations of over 600 of the nation’s most talented young horticulturists, given away thousands of pounds in prizes and received a staggering 2 million visitors through its gates.

Judges have included Alan Titchmarsh and Diarmuid Gavin, the Director General of the Horticultural Trades Association, the Horticultural Director of the Commonwealth War Graves Commission and the President of the Chartered Institute of Horticulture. Voted Best Feature at the

Ideal Home Show three years running in its early venue years, the competition attracts extensive national news coverage. It has close connections to The Prince’s Foundation and has hosted His Royal Highness the Prince of Wales three times, who has attended to present the Best in Show trophy.



“One of our greatest passions at The Prince’s Foundation is education and being a part of inspiring the next generation of horticulturists at Young Gardeners of the Year is a really exciting opportunity.”

Simon Sadinsky, Head of Education at The Prince’s Foundation



Diarmuid Gavin judging

OUR MISSION

Showcasing the best of Britain's up-and-coming talent in garden design and landscaping, Young Gardeners of the Year gives students a chance to create dynamic and inspiring show gardens before they've so much as left the college gates. The competition aims

to promote gardening and horticulture as a rewarding career choice for the youth of today, to support student learning in these areas and to encourage more people into land-based professions. These aims reflect the passions of both the competition's creator,

David Domoney, and its most famous supporter, His Royal Highness the Prince of Wales. Young Gardeners of the Year is a nationally recognised platform for showcasing young talent and is the perfect forum for sponsoring new talent in horticulture and garden design.



“Young Gardeners provides a marvellous opportunity for talented young horticulturists to develop and showcase their talent under expert supervision. It promotes gardening as a creative and rewarding profession for young people.”

Julia Goodwin, Editor of House Beautiful magazine (2006–2017)

1



1. Edinburgh
24th June 2019

2



2. Manchester
25th June 2019

3



3. Birmingham
26th June 2019

4



4. Cardiff
27th June 2019

5



5. London
28th June 2019



A FIRST FOR BRITAIN: SPECTACULAR SHOW GARDENS TOUR THE NATION

5 days, 5 major British cities,
6 magnificent gardens

Brand new for 2019, the Young Gardeners of the Year are being challenged to take their incredible show gardens on the road. Tasked with building their designs atop a specially-made steel display base, complete with sprigots for water features and electrical sockets for

lighting, the competitors will load their entries onto vehicles for transport in convoy to display at five major city locations across Britain. Starting in Edinburgh and ending at parliament, in a single week, the show gardens will be visited by thousands

of members of the general public and reviewed by an illustrious panel of judges to determine which creations will be awarded the highly sought-after medals and generous financial prizes on offer this year.



SHOW STOPPING GARDEN DESIGNS

from the best horticultural colleges

Given identical plots, briefs and budgets, the sheer range of high-quality, novel designs that are produced by college teams every year is jaw-dropping. These gardens from previous years were built and displayed at prestigious locations, such as Ascot Racecourse, Earl's Court and Olympia.

GO WITH THE FLOW Pershore College (2015)

This aptly-named garden was jammed full of water features with sunken ponds on three sides of the path replete with extraordinary aquatic planting and a seating area made from a rounded fish tank. The wavy lines of the water features, picked up by the rounded living wall, circular decorative pots and impressive tree trunk patio gave the whole garden a soft, sensuous feel and bagged the team behind it a well-earned Gold medal and Best in Show trophy.



KELLEWAY'S CORNER Capel Manor College (2018)

Reclaimed scaffolding boards were transformed into beautiful raised beds and filled to bursting with a kaleidoscope of plants in this Best in Show trophy-winning 2018 garden. Vertical planting and a triad of bubble tube water features gave the garden height and balance, while chamfered edges on beds re-directed rainfall towards plants for irrigation. Based at Ascot Racecourse, the colour scheme was creatively chosen to reflect the red and black silks of Gay Kelleway—the first female jockey to win at Royal Ascot in 1987.



“ Our 2018 team won a Gold medal and Best in Show trophy and the students’ sense of achievement was palpable—they returned buzzing with enthusiasm and pride and will carry that moment with them for the rest of their lives. ”

Malcolm Goodwin, Principle of Capel Manor College

BEYOND THE WOOD Writtle University College (2015)

A multi-level show garden which uses a combination of dark and light surfaces to create depth and interest throughout, this incredible masterpiece won the judges’ hearts in 2015. Clever planting of soft green foliage and dainty flowers gave a zip of colour, while the raised copper waterfall feature and lights set into walls added mood and contemporary style. This creation saw the Writtle team lifting the year’s sought-after Best in Show trophy.



COMMUNITY GATEWAY Writtle University College (2017)

Designed to be inclusive with a gateless entry and street-side seating, every aspect of this stand-out urban front garden was selected to reflect The Prince's Foundation's goal of building community. The traditional Japanese technique used to seal the wood relinquished the need for any chemical treatment and gave the scheme breathtaking oriental overtones that had the crowds clamouring for more. Awarded a financial prize of £1500 in recognition of their marvellous achievement, the students chose to donate their winnings to Comic Relief.



REFRESHING THE PALLET Chichester College (2014)

If you thought that old pallets were ripe for the tip, you thought wrong! In this luscious garden, they were transformed into delightful stripy steps as part of a multifaceted layered design. Harmonious, subtle planting in muted tones along with green rooves and living walls conveyed a sense of tranquillity while increasing biodiversity, reducing noise and cleaning the air of toxins. A true urban retreat, it was awarded the well-deserved Best in Show trophy.



NEW LONDON GARDEN Askham Bryan (2016)

A tapestry of moody hellebores, jolly daffodils and soft ferns surrounded contemporary wicker furniture in this sublime garden which combined chic urban living with ancient, untouched woodland. Charcoal-coloured cubic wooden frames mounted on garden walls filled with lush planting and bug hotels were chosen to make the garden especially friendly to wildlife and give it the feel of an outdoor lounge. The rustic timber fence was made from trees felled on college grounds and students carved the Latin names of each tree used into the fence panels.





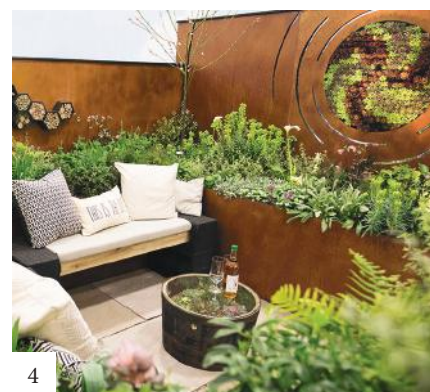
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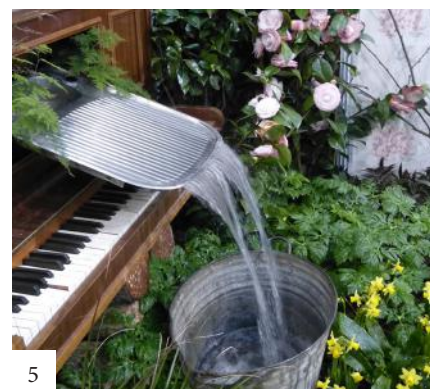
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INNOVATIVE GARDEN FEATURES

designed by great young minds

Awe-inspiring features that combine elements of artistry and practicality abound as talented British youths put their skills to the test in the annual Young Gardeners of the Year competition.

1. COPPER WALLING

Spare change was put to astounding good use in Bridgwater College's 2013 garden when students chose to create a shimmering wall of 2p pieces that packed the punch of copper panelling at a fraction of the expense.

2. ORNATE FIREPIT

A hand-cut globe firepit decorated with jockeys on horseback formed the central feature in Pershore College's 2018 garden, 'The Winners Circle,' at Ascot Racecourse. The rounded shapes were chosen to mimic the rosettes presented to horses on race day.

3. LIVING WALL

Jam-packed with stripes of colourful foliage, this living wall in Pershore College's 2015 entry turned a bare wall into a thriving vertical garden.

4. ARTISTIC GOLD

Pershore College's artistic Gold-medal-winning 2016 garden maximised planting space with beds full to bursting, a spiral-shaped living wall feature and a terrarium filled with fashionable succulents for a table. A honeycomb of bee hotels mounted on the rear bronze wall wowed the judges with its simultaneously decorative and wildlife-friendly nature.

5. PIANO WATER FEATURE

Set in a garden that would look right at home next to Tracey Emin's Turner-Prize-winning unmade bed, the cascading piano water feature in Writtle University College's 2014 entry, 'Moggy's Garden,' swept judges away and earned the team a glorious Gold medal.

6. WINE BOTTLE PAVING

The Askham Bryan College 2014 team must've gone heavy on the plonk to create this masterpiece—a circular patio of upturned wine bottles set deep into the ground. The bottle curves are beautifully complemented by the astonishing iron dome surround and smooth lines of the rounded bench and fire pit features.



LIFE CHANGING EXPERIENCES

for the garden creators of tomorrow

Young Gardeners of the Year offers students unique hands-on experience in the rapid creation of astounding show gardens, to deadline, that are viewed by audiences of thousands and judged by experts in the industry. Students gain stand-out experience to list on their CV as well as UK-wide contacts in the gardening industry, helping to launch them into successful garden design and landscaping careers. This is why the UK's leading horticultural colleges are back with a new team every single year.



Joshua Kemp was part of the team behind Writtle University College's awe-inspiring 'Beyond the Wood' garden in 2015 (see p.8), which the judges declared worthy of a spot at

Chelsea Flower Show. His flourishing career has seen him nurturing the historic walled garden at the elegant 18th century Holkham Hall, tending the weather-defying sub-tropical Tresco

Abbey Garden on the Isles of Scilly and restoring the internationally-acclaimed Lost Gardens of Heligan to the staggering heights of their former beauty.



WRITTLE BEYOND THE WOOD DESIGN TEMPLATE

This incredible garden design bagged Joshua Kemp and his team the Best in Show trophy in 2015



Eleanor Owens explains her team's garden design to the judges (YGOTY 2016)



Will Williams meets HRH Prince Charles (YGOTY 2014)



Innovative water feature designed by Will Williams (YGOTY 2015)

Eleanor Owens was one of the creators of the 2016 People's Choice garden and a winner of that year's Silver Gilt medal. She comes from a long line of gardeners and now runs a thriving garden design business. She achieved a Distinction Star in her City and Guilds Horticulture diploma and has gone on to be a Young Hort Ambassador, aiming to promote horticulture as a viable career for young people. Due to her impressive credentials, she has also been co-opted onto her local "Britain in Bloom" judging panel.

“

The chance to apply the skills I was learning in college and build a show garden gave me the confidence to start my own garden design business. I still keep in touch with so many of the talented young gardeners I met at the competition; the atmosphere of the garden build starts lifelong friendships.”

Eleanor Owens, YGOTY competitor 2016

Will Williams was part of the Gold medal-winning team behind Chichester's 'Refreshing the Palette' garden in 2014 and the brains behind the inspired watering can water feature in their 2015 entry. With his Young Gardeners experience under his belt, he has gone on to create award-winning show gardens at RHS flower shows and to be crowned RHS Young Designer 2018. Going from strength to strength as the Founding Director of his own garden design company, Will has even been approached to design a garden for royalty.

“

For me, the Young Gardeners of the Year competition offered a great chance to explore garden design and opened up a whole world that I didn't know existed. I really enjoyed the whole process at the show and, after completing the garden, I knew that this was something I wanted to pursue further. Looking back now, this competition contributed heavily to my career choice of garden design.”

Will Williams, YGOTY competitor 2014–15

SPONSOR THE COMPETITION

and align your brand with young British talent and a greener and healthier future

If you want to build a strong brand that people recognise, trust and respect, then placing yourself prominently in the public eye by supporting the upstanding youth initiative that is Young Gardeners of the Year is a fantastic way to go about it. Major influencers, like award-winning celebrity gardener David Domoney, will give you access to a huge network of customers, through a vast amount of valuable coverage in the national press, on the radio and on prime time TV.

This is your chance to put

your brand at the heart of this positive publicity and become known as the brand that supports the youth of today's engagement with nature and the dream of a greener future for everyone's tomorrow.

Choose to sponsor the Young Gardeners of the Year competition and see your brand name and logo featured prominently on all signage, which will appear before tens of thousands of members of the public in five of the most influential cities in Britain. Proud displays in Edinburgh, Manchester,

Birmingham, Cardiff and London will cause your brand awareness to sky rocket, helping to increase positive associations with your brand, drive interest and grow sales. Your brand logo and name will also be showcased on all Young Gardeners Tour of Britain vehicles as they escort the fabulous creations of some of the nation's best young minds on their journey up and down the country.

For full benefits and sponsorship contact david@domoney.tv

Social Media

Combined reach of David Domoney and partners by platform:



5,240,328



3,277,863



207,714



378,607



205,283

Total

9,309,795

Press launch

Have your brand featured at the Young Gardeners press launch in association with The Prince's Foundation and in all Young Gardeners documentation.



Exhibition Space



Exhibition space in a prime location beside the Young Gardeners show gardens in 5 major British cities.

Branded Videos



See your brand linked with six Young Gardeners videos to be featured on your website and David Domoney's official channels.

Social Media Support

Your details on all social media posts and activity.



Bi-monthly Blogs

Blogs on the gardens as the designs come together, with teasers of the gardens for your website.



Widespread Print & Online Coverage



National Television Coverage



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