# 21st June - 29th June 2025

## At locations across the Winchester District including

Winchester Bishops Waltham Wickham Denmead Alresford West Meon
Whiteley Micheldever

## The Project

In June 2025 an exciting, new festival is planned for Hampshire. This big, new event called 'The Garden Festival' will take place in Winchester as well as across its wider districts and will involve hundreds of organisations, businesses and communities from our region. It will be 9 day long array of events promoting everything to do with horticulture, gardening, flowers, landscape design, urban gardens, sustainable gardening, planting neglected paces, and anything else that ties in with a broad gardens theme. It will be a vast, multi-faceted festival aimed at the entire community, young and old, as well as at visitors and tourists. There will be big key events, week long events, daily events and those which inspire longer term initiatives, as well as smaller community-led events which can start in the early spring. The scope for involvement is endless and will certainly grow as the festival's tentacles reach out far and wide. Organised to superlative standards, this spectacular, annual event will be a bit like a Chelsea Flower Show spread out across the whole community with impressive showpiece events focused in central Winchester.

## Inspiration

The inspiration for this event comes from many sources: The International Garden Festivals of the late 1980s and 90s, major events like Chelsea Flower Show and Hampton Court Flower Show, garden shows around the country, urban community projects seen in big cities, innovative community kitchens, and smaller, imaginative community projects observed at home or abroad.

## Dates

The festival will run from **Saturday 21st June to Sunday 29th June** 2025. It will be an annual event.

## How It Will Work

### 1: Curated Events

The festival will be an array of events that individual organisations and businesses would like to run. Like the Heritage Open Days, these organisations will come up with their own ideas for involvement and submit their event by a deadline. We can support them all with ideas, and help them to deliver. If they are short of ideas, we will do our best to inspire and enthuse them. These organisations can be businesses, schools, retailers, farm shops, care homes, interest clubs, community groups and gardening clubs to name but a few.

### 2: Created Events

As a part of the Garden-Festival, there will be several showpiece events. Among those already planned are:

- A beach hut style Garden-Festival Show (lasting all 9 days)
- A spectacular lantern procession (on a garden & floral theme)
- An open-air picnic concert with music inspired by gardens, flowers and plants in music
- A Community Kitchen with local food cooked daily by local chefs
- A community suppers in a new, local market garden

Other headline events can be easily be added to this list

# Who can be involved in The Garden Festival?

- Community
- Businesses
- Schools, Scouts, Students
- Retailers
- Landscape Designers
- Horticultural Societies
- Garden Centres & Farm Shops
- Everyone!
- Charities

## Ideas for events:

## Headline/Showcase  Events

We very much hope to work with top, national organisations who can help us create showcase events that are significant, impressive, innovative and crowd pleasing. These would be the highlights of the festival.

**Organisations we hope to work with include:**

- The Royal Horticultural Society
- Britain in Bloom
- BBC Gardeners World
- The Sir Harold Hillier Gardens
- The Waitrose Estate
- The National Garden Scheme
- South Downs National Park Authority

**Additionally, we would like to involve major local organisations such as:**

- The University of Winchester
- Sparsholt College
- Winchester School of Art
- Hampshire Gardens Trust
- Hampshire Cultural Trust
- Hampshire Federation of Horticultural Societies
- Winchester College

Plus parish, town and city councils, as well as organisations from every facet of our communities. In fact, we have already identified over 70 organisations we would like to involve.

## Marketing

### Collaboration with the University of Winchester Digital Marketing Degree Students

We are delighted that The University of Winchester 1st and 3rd year Digital Marketing degree students are going to work in collaboration with The Garden Festival. This will be a part of their degree course and they will look after:

- Marketing
- Branding
- Design
- Promotion
- Social media
- The web-site

This will be a huge attribute to the festival in 2025 and in future years, and we are immensely grateful to the university for supporting this project. The dream team!

Winchester & District Garden-Festival

@The Winchester Garden-Festival

@AGardenFestival

www.garden-festival.co.uk

## More ideas for events….

- Workshops on flower arranging
- Creating an allotment
- How to build a bee hotel
- Talks by Pond Specialists – Harestock Primary School's new pond could be highlighted
- Plant swaps/seed swaps
- Learn to do basketry
- How to make willow lanterns for the Lantern Procession
- Make your own wire garden sculptures
- Bringing art into your garden
- Container Planting
- Small garden design

**Community Pop-up Gardens or Allotment Kitchens**

The creation of nature themed, pop-up outdoor spaces for relaxation and inspiration

**Parish Competitions across the District for the Best Scarecrow**

(an idea which was very successful several years ago)

**Art Societies** & **Photography groups**

could be involved with a series of exhibitions across the District featuring gardens, flora and fauna

## Ideas for talks

- Talks by Gardeners and Garden Celebrities
- Designing biophilic clothes in fashion

**More ideas…..**

**A Picnic Concert with music inspired by nature, plants & flowers**

(A similar, sell-out event was organised a few years ago for Winchester City Council in the Abbey Gardens for Queen Elizabeth's 90th Birthday)

There is also a wonderful location by the lake at the Trout Fishery in Kings Worthy too.

Have a **Summertime Festival Procession** just like the Christmas Lantern Procession but with willow 'lanterns' in the shapes of flowers, trees, nature and plants.

It's a brilliant event for all ages and groups

**Community suppers** in a midst of an allotment or market garden

# The Festival Show

Saturday 21st – Sunday 29th June
11am – 8pm daily

The Festival Show will be the highlight of the Festival. It will take place in Winchester city centre and be open for all 9 days.

Imagine brightly coloured beach huts full of exhibitors selling all kinds of garden and floral themed goods for the home and garden, imagine deck chairs, a band stand and a tropical festival bar where you can sit back, enjoy live music, meet friends and sip botanical cocktails……This will be The Festival Show!

Stallholders could include:

Plant growers
Florists & Floral designers
Garden ornaments & sculptures
Garden Furniture
Sheds and garden structures
Garden themed lifestyle goods
Naturally produced lifestyle goods
Eco and organic goods
Lavendar products
Natural plant-based cosmetics
Nature and wildlife related gifts
Upcycled goods
Garden Art
Tools

## Sponsorship, Partners and Investors

To enable The Garden Festival to take place we are eager to find sponsors and investors, as well as funding and grants. Supporting the event will provide a first class opportunity to reach out to hundreds of organisations and thousands of individuals. The event will create a wealth of press-worthy stories. Our partners, investors and sponsors interests will be well looked after – we have exciting packages that are far more than just a logo on the bottom of a leaflet!

## Legacy

It is hoped that the Garden Festival will be an annual event in Winchester and across the district that will not only involve hundreds of local people and organisations, but it will attract visitors to the area too. Additionally, if the event is organised to the highest possible standards, it is hoped it will attract media interest and the interest of other organisations and businesses who will clamour to be a part of a successful event.

It is also hoped that the community projects involving green spaces would thrive and be nurtured, bringing together neighbourhoods and communities in collective, environmental and purposeful endeavours.

## About the Organiser

I am an Events Organiser with 22 years of experience in every aspect of event design and management. I have worked (in events) for well-known organisations such as The National Trust, Winchester Cathedral, The South Downs National Park Authority, Longleat House, The Watercress Line Heritage Railway, The Petersham Hotel Group, and various town and city councils as an Events' Consultant. My greatest achievement has probably been the concept and organisation of the Winchester Christmas Market (2006 -2010) and the Salisbury Christmas Market & Christmas Festival (2012 – 2014). I have lived in Winchester for 22 years and love living here.

**Stephanie Swann**

**The Winchester & District Garden Festival**

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