



Celebrating Cheshire's Year of Gardens 08

[www.yearofgardens08.com](http://www.yearofgardens08.com)

## Cheshire's Year of Gardens 08 Briefing Note February 2008

### Summary

Over the past 12 months Cheshire's Year of Gardens 08 (CYOG) has been launched to stakeholders, the travel trade, and consumers and one of the most positive parts of the programme has been the buy in of Cheshire stakeholders.

This summary will give you an indication of some of the key pieces of work ongoing at the moment. If you require any more detailed information please contact Louise Garforth or check the relevant websites.

We will send you an update such as this every 4 weeks. However please note that the launch of CYOG will take place on the evening of the 3<sup>rd</sup> April at Tatton Park – invite to follow.

### Strategic Partners

- Cheshire Building Society
- Virgin Trains
- Arriva
- Liverpool John Lennon Airport
- Manchester Airport
- Cheshire Life
- Trinity Mirror
- Guardian/Newsquest
- Rural Enterprise
- CWEA
- NWDA
- Cheshire County Council
- All our Local Authorities

### PR

- To date £221k worth of publicity has been generated including 12 pages in 2 editions of the largest Japanese Gardening Magazine Bises
- In addition to the £221k worth of publicity the following publicity was achieved over the January 08 period
  - CYOG Half page in the Mail on Sunday
  - CYOG in the Independent on Sunday
  - CYOG and Snowdrops at Ness Gardens on NW Tonight

### Arts Programme

- Something Beautiful professional artists commissions are complete, the community commissions will be completed shortly.
- Something Wishful has been contracted to Chester Performs and Emergency Exit Arts
- Gateways has been contracted to Body Cartography re site specific dance piece over one week in September.

- The build of the Spaces website has begun and will be completed for April
- Tatton Park Biennial is on schedule - launch May 2008- [www.tattonparkbiennial.org](http://www.tattonparkbiennial.org)
- Documentary photographers for the programme have been contracted
- Community Animateurs programmes have been agreed with the District Boroughs

### **Community Programme**

- To date £21,070 has been awarded through the Grants Scheme launched in August 2007 with one opportunity still left to apply for
- Community activity launched in February with the Landscape Trust English Oak tree planting at 28 sites across Cheshire and Warrington
- Some fantastic pan Cheshire initiatives have been developed. In addition to the Oak tree planting;
  - Pan Cheshire Floating Garden Festival celebrating the canals
  - Cheshire's Best Kept Station Awards –development and expansion of the entrants through the grants awarded.

### **Events**

- A dazzling array of highlight events, with something for everyone, has been created. The events listing can be found on [www.yearofgardens08.com](http://www.yearofgardens08.com)
- 250+ events will be in the full events calendar available online with a printed version highlighting the top 100 events due out shortly.
- In addition to our events calendar we have secured the National Britain in Bloom Awards for 2008 which will take place at Chester Racecourse

### **Gateways**

- Strong visibility is present at the following stations now:
  - Crewe
  - Chester
  - Macclesfield
  - Wilmslow
  - Runcorn Station
  - Warrington Bank Quay Station
- Garden Design and installation projects are underway at Crewe Station, Chester Station and Sandbach Services
- Manchester and Liverpool John Lennon Airports will be dressed by April 08
- Welcome to Cheshire road signs have been placed at 8 locations

### **Marketing**

- The marketing plan is being implemented, to date the following activities are visible
  - Gardens of Distinction Leaflet in 29 Gardens, TICs & Libraries
  - CYOG flyer in RHS ticket wallets for Tatton Park, Chelsea & Hampton Court
  - CYOG insert going into The Garden Magazine
  - New website launched with Google mapping [www.yearofgardens08.com](http://www.yearofgardens08.com)
- Advertising campaign style created: We're bringing More to Cheshire's Gardens
- The full marketing plan and research can be downloaded at [www.yearofgardens4u.com](http://www.yearofgardens4u.com)
- Overseas promotion is going extremely well with key familiarisation visits in place and Cheshire's Gardens of Distinction being added to key overseas itineraries for the UK.
- Websites and web pages set up in France and Japan through partnership with Enjoy England and Gullivers.
- Favourite Days Out Consortium commissioned to promote CYOG at specific events.

### **Business Clusters**

- Gardens of Distinction Business Needs Assessments completed
- Exciting new online cluster program Victor-e pilot based around initially Tatton Park
- Event cluster groups being developed with dates being set for individual garden meetings

### **Liverpool Capital of Culture link.**

- Working with Liverpool to establish an effective cross marketing programme.
- Key events were published in the Liverpool European Capital of Culture Yearbook
- CYOG has a page and events information on the LCoC website

### **Key dates for Diary**

- Launch 3<sup>rd</sup> April – Tatton Park- invites to follow
- Calendar of Events print – 100,000 circulated w/c 10<sup>th</sup> March 08
- Cheshire Life Pocket Guide across Life series – 200,000 circulated in April 08
- North West Gardens Guide – 100,000 circulated in April 08

### **How to find out more**

Consumer sites - [www.yearorgardens08.com](http://www.yearorgardens08.com)

Stakeholder site - [www.yearofgardens4u.com](http://www.yearofgardens4u.com)

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