



British
Association
of Landscape
Industries



world**skills**uk
Landscape Gardening

WorldSkills UK Landscape Gardening Competition 2011

Get Involved...



In association with

ukskills

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Ryan Neveu, Graduate Gardeners. Joint Winner 2010



National Finalists 2010 with Sponsor Lantra Awards and TV personality Joe Swift.

WorldSkills UK (WSUK) is a set of dynamic skills competitions for both young people and adults designed by industry experts. They run every year in over 70 skills across the UK. Last year around 4,000 people registered to compete in a WorldSkills UK competition.

The WSUK Landscape Gardening competition is recognised at the biennial event WorldSkills where around 50 countries and regions come together to compete for medals on an international stage. At WorldSkills Calgary 2009 the Landscape Gardening team won a Medallion for Excellence. In 2011 WorldSkills will be held in London at ExCeL London and will be the biggest, most inclusive and inspirational WorldSkills competition ever.

The WorldSkills UK Landscape Gardening Competition is run by The British Association of Landscape Industries (BALI) on behalf of UKSkills. The 2011 competition will invite forty competitors UK wide to compete in a regional heat at Malvern Spring Gardening Show. The eight highest scoring competitors will then compete in a UK final which will be held at the Malvern Autumn Show. The venues attract over 150,000 visitors providing an excellent platform to showcase industry skills.



Sam Berry, Acorn Landscapes 2010 Regional Heat.



The competition

About the competition:

The competition requires trainee landscape gardeners to showcase their skills by building a pre-designed garden individually.

The gardens may be built above or in-ground and include timber construction, walls, water features, paving, varying levels, turf and planting.

During the heats each competitor will be required to build a 2x3m garden and those selected for the UK final will build a 6x6m garden.

All competitors will receive full briefing notes, sample marking sheets and garden designs two months before their heat and national final.

Who can enter?

The competition is aimed at individuals studying, training and/or working in the landscape gardening industry at a S/NVQ level 3. Competitors must have a trainee Register Of Land based Operatives (ROLO card).

To obtain a Trainee ROLO Card free please contact aradley@bali.org.uk.

Competition structure:

Stage one: Enter online by 24 March 2011.

Stage two: Competitors will be invited to compete in a live heat.

Stage three: Highest scoring competitors across all heats who meet the required standard will be invited to compete in the live UK final.

How many competitors can enter from each organisation?

Up to two competitors per organisation.

Competition partners:

This competition is organised by the British Association of Landscape Industries (BALI).



Dates and venues

Heat venue

12-15th May 2011
Malvern Spring Gardening Show

90,000 visitors
4 days of live competition


MALVERN
SPRING GARDENING
SHOW



Malvern Spring Gardening Show 2009.

UK Final

22-25th September 2011
Malvern Autumn Show

60,000 visitors
4 days of live competition


malvern
AUTUMN SHOW

BALI National Landscape Awards December 2011

One afternoon in London where 800 Industry professionals celebrate the Nation's finest award winning schemes. The WorldSkills UK Landscape Gardening Competition is a Special Award amongst 23 award categories.



Joint winner Ryan Neveu receiving his awards at the BALI National Landscape Awards Ceremony 2010 with sponsor Lantra Awards and host impressionist John Culshaw.

Why sponsor?

Sponsoring the competition gives you the opportunity to be at the forefront of developing skilled young landscape gardeners entering the industry. By drawing large crowds at consumer shows we aim to give you a great platform to promote your product or business to the domestic and trade markets.

Sponsorship benefits

UK wide industry brand recognition

Competition sponsors are promoted nationwide to trainee landscapers, BALI members and 150,000 horticulture/landscape enthusiasts. They will see your products being tried, tested and showcased by competitors.

Excellent PR and marketing opportunities through the following:

- www.bali.org.uk will promote your logo and link to your website through the WorldSkills pages.
- Free advertising in BALI's quarterly magazine, Landscape News (shelf life 3 months)
- Recognition in Landscape News (shelf life 1 year)
- A direct mail out to the BALI Membership
- Inclusion of products and literature in BALI carrier bags distributed to spectators
- Name and logo promoted to Horticulture Colleges and Industry Magazines
- Banner displayed on surrounding barriers of competition site
- Logo displayed on competitor T-shirts
- Logo on supporter's wall displayed next to competition area
- A thank you to all sponsors in the BALI National Landscape Awards Brochure (shelf life 1 year).
- Free advertising in the BALI National Landscape Awards Brochure 2011.
- Networking opportunities at the BALI National Landscape Awards 2011.

Targeted public relations

- Entertainment. Our competitors build gardens live with commentary. Many spectators re-visit the competition area to monitor progress and:
 - Support competitors
 - Look for garden design ideas
 - Learn and appreciate skills required to build a garden
 - Learn how sponsors products can be used and installed
 - Obtain sponsor product literature

Corporate entertainment

- Free tickets to Malvern Spring Gardening Show and Autumn Show
- Opportunity attend the BALI National Landscape Awards Ceremony

Give something back to industry

By supporting the WorldSkills UK Landscape Gardening Competition you are supporting the continuous development of skills within the landscape industry.

PR Highlights

- Royal Visit from HRH Princess Anne
- Coverage on BBC1 Scotland Beechgrove Garden



HRH Princess Anne, Gardening Scotland 2009

Sponsorship packages

GOLD: Total value £16,000. (Minimum cash £6,000 and materials up to £10,000)

- One full page advert in Landscape News edition of your choice
- One postal mail out to the BALI Membership
- Name and logo in all press releases
- Logo on FRONT of competitor t-shirts
- Logo on FRONT of staff and judge t-shirts
- The opportunity to exhibit at shows with the competition
- Shared vertical banner promotion on WorldSkills UK pages of www.bali.org.uk
- Products promoted (when used by competitors) by presenter and PA system
- Logo on supporters wall displayed next to competition area
- Inclusion of products and literature in BALI carrier bags distributed to spectators
- Prominent banner positioning on barriers around the competition area
- 8 free tickets to all shows
- Main sponsor promotion of WorldSkills UK special category at the BALI National Landscape Awards. To include video, stage presentation and ½ page advert in Awards brochure
- 2 seats at BALI National Landscape Awards Ceremony
- Logo displayed in the BALI National Landscape Awards brochure
- 2 tickets to WorldSkills London at ExCeL London (TBC)

2 GOLD packages available

SILVER: Total value £10,500. (Minimum cash £3,000 and materials up to £7,500)

- ½ page advert in BALI's quarterly magazine, Landscape News.
- Logo on back of competitor t-shirt
- Logo on back of staff and judge t-shirt
- Logo on supporters wall displayed next to competition area
- Products seen by spectators
- Inclusion of literature in BALI carrier bags distributed to spectators
- Logo and website link from WorldSkills UK pages of www.bali.org.uk
- Banner displayed on competition area barriers
- 4 free tickets to all shows
- 1 ticket to WorldSkills London at ExCeL London (TBC)
- 20% reduction in seat price for BALI National Landscape Awards
- Logo displayed in the BALI National Landscape Awards brochure

5 SILVER packages available

BRONZE: Total value £5,250. (Minimum cash £1000 and materials up to £4,250)

- Logo on back of competition t-shirt
- Logo on supporters wall displayed next to competition area
- Products seen by spectators
- Banner displayed on barriers surrounding the competition area
- Logo and website link from WorldSkills UK pages of www.bali.org.uk
- 2 free tickets to all shows
- 10% reduction in seat price for BALI National Landscape Awards
- Logo displayed in the BALI National Landscape Awards brochure

10 BRONZE packages available

Contact

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To find out more about sponsoring the WorldSkills UK
Landscape Gardening competition, please contact:

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E aradley@bali.org.uk

W www.bali.org.uk/uk_skills/introduction

To find out more information on how to get involved
with any other WorldSkills UK competitions get in touch
with the contact centre:

T 0800 612 0742

E worldskillsuk@ukskills.org.uk

W www.worldskillsuk.org

Facebook ID – WorldSkills UK – Official