



PRESENTS

EDIBLE ASKEW ROAD MAY 18-JUNE 9

part of the



Did you see the Edible High Road in Chiswick last year? This year, as part of the Chelsea Fringe Festival, we want to create a river of fruit trees along the Askew Road - underplanted with flowers and herbs to encourage our native pollinators - bees and butterflies. Encouraging everyone to appreciate the value of locally produced food and helping insects, the trees will also help to beautify Askew Road. **Hammersmith Community Gardens Association (HCGA)** invites shops, cafes, restaurants, businesses, estate agents and pubs in the Askew Road to sponsor a fruit tree outside their premises from 18th May-9th June, 2013.

WHY GET INVOLVED?

This community event for the Askew Road – a road featuring mainly independent shops - is designed to bring people together and enjoy the fun of growing, sharing and transforming “our patch” as well as being part of the bigger Chelsea Fringe - a festival of flowers, gardens and gardening all over London to coincide with the Chelsea Flower Show. Being involved will improve the effect of the river of trees, enhance your shopfront for 3 weeks and contribute to a legacy of fruit trees for our local area.

WHAT WILL HAPPEN?

After signing up as a sponsor, your fruit tree will be delivered early on 18th May. You need to water it and keep it safe, taking it inside at night. Each attractive pot will be labelled with the variety of fruit and information about the project. After the event you can keep your tree or donate it for re-planting in the local area at a school or community garden. There will be a launch event at 11 am on Saturday 18th May with music, children’s activities, our pedal-powered smoothie maker and a treasure trail along Askew Road. Participating restaurants and retailers are encouraged to get involved with special menu items or window displays and use their participation as a promotional tool for their business. **Edible Askew Road** will culminate in “music and wine tasting” at the Ravenscourt Glasshouses on Friday 7th June 6.30 pm– 9 pm.



Image from Edible High Road 2012

HOW MUCH WILL IT COST?

Each sponsor will pay £75 for the fruit tree in an attractive container, with surrounding plants, labels and delivery. Early bird discount £65 for sign-up before 2nd March.

HOW WILL IT BENEFIT MY BUSINESS?

- The Chelsea Fringe will be getting regional & national publicity, and our event will be on their website
- There will be local coverage of our event, The Herbal High Road in Chiswick and other projects
- The celebration of the Askew Road will improve its look and awareness and give a reason to visit
- It will increase footfall on Askew Road and potential sales
- You will be seen to be supporting the local community, involving your customers and clients in a fun local event - and increasing awareness of the local high street - the more you put in the more you'll get out
- The “edible” theme promotes food in your shop/café - linking to your promotions

CONTACTS

Cathy Maund , Director, Hammersmith Community Gardens Association info@hcga.org.uk
Sarah Heaton, gardening writer, sarahheaton@btinternet.com



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GETTING INVOLVED

Please email Cathy Maund, info@hcga.org.uk, if you would like to take part. The Edible High Road in Chiswick last year was very successful, with over 50 retailers taking part. The more retailers who take part in Askew Road, the better it will look.

Trees will only be delivered on 18th May to those sponsors who have paid. Please note the fee of £75 only covers our costs - we do not make any profit. Payment by 2nd March will qualify for the early bird discount rate of £65.

Special promotional offer:

For £100 (£90 for early birds) your company's logos will be included on a promotional banner and other publicity.

MORE ABOUT HAMMERSMITH COMMUNITY GARDENS ASSOCIATION & THE CHELSEA FRINGE

Local environmental charity, HCGA manages gardening projects at award-winning Phoenix Farm, the Ravenscourt Glasshouses, Loris Gardens and Godolphin Gardens and several primary schools. Last year's very successful Edible High Road in Chiswick was organised by Chiswick-based Abundance London, for the Chelsea Fringe. Chelsea Fringe is a festival of flowers, gardens and gardening held across London over three weeks to coincide with the RHS Chelsea Flower Show. Chelsea Fringe is completely independent of the Flower Show and entirely powered by volunteers but complements the renowned show in a similar adventurous spirit to the Edinburgh Fringe. This year Abundance London will be doing Herbal High Road at the same time.

www.hcga.org.uk www.chelseafringe.com www.abundancelondon.com

Follow on Twitter: @HCGAGardens @chelseafringe

ORGANISING TEAM & SUPPORTERS SO FAR INCLUDE:

Askew Road
Business Watch



STARBUCK GREEN
PRINTMAKERS+PATTERNSMITHS





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Yes I would like to be part of the Edible Askew Road

Complete the booking form and return with payment or we can provide an invoice.

Name

Business

Address

Contact details:

Email.....

Phone.....

Please tick (you may have more than one tree, please indicate number required & multiply fee):

- Tree in pot, delivered: Early bird payment by 2nd March £ 65
- Tree in pot, delivered: Standard payment by 30th April £75
- Tree + logo on banner and promotional materials: Early bird £90
- Tree + logo on banner and promotional materials: Standard £100

- Payment enclosed
- Or please invoice

Please make cheques payable to: Hammersmith Community Gardens Association

And return to:

Cathy Maund

Director

Hammersmith Community Gardens Association

1 Melina Road

London W12 9HY

(please note this is a postal address only. Please see website for details of individual sites)

www.hcga.org.uk

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