

NEWSLETTER 2018

No 1



EDITORIAL

Welcome to the first newsletter of 1-2-1 Garden Design LTD. This Newsletter is to keep you all informed about the 1-2-1 garden design and how this new concept will bring garden design into the lives of the 'Ideal Home' owner.

It will prove that Landscapers and Designers can work and complement each other's skills.

Feedback from you all on the various social media platforms will help in keeping 1-2-1 garden design up there at the forefront of domestic landscape. If you're not savvy with social media yet an email to nigel@nigelphilips.co.uk would suffice.

I really hope you manage to embrace this idea and improve your profit margins as well as create quality and exciting new gardens.



WHAT IS 1-2-1 GARDEN DESIGN?

1-2-1 Garden Design LTD is a concept of Designing a garden up to 400 square metres in a day for a fixed sum of money which involves the owner in the design process. <http://www.nigelphilips.co.uk/index.php>

All gardens are surveyed and drawn up to scale in the morning. A consultation and design session then follows in the middle of the day (over lunch!) and then the plan is finalised and drawn up in the afternoon. The full package would include working drawings and planting suggestions.

Aimed at clients who have ambitions for their gardens and who have finally gathered enough courage and cash to do something about it.

SOCIAL MEDIA

To promote the 1-2-1 Garden Design Concept Neeta Pedersen, an artist from Lewes, is making sure that the 1-2-1 is kept up there on all the platforms including Twitter, Instagram, Facebook and Youtube. Don't forget that those involved in 1-2-1 will be able to promote their details on these platforms and get more exposure for their own businesses.

1-2-1 is inclusive for all who wish to get involved. We carry out the design and you can get the benefit either through construction for the Landscapers or if you are a supplier supplying some of the proposed features/materials.

FOLLOW US

- Twitter
- Instagram
- Facebook
- YouTube



SUPPLIERS

Suppliers will be able to get the benefit of the 1-2-1 garden design service by being included on the social media platforms.

Retweeting and following others all helps in getting the product news out there. Suppliers for this section include:

Wyevale @wyevaleGC supplied the compost for D&G Landscapes at their Lewes 1-2-1 project along with AVS Fencing @avsfencing who supplied the oak sleepers.

Travis Perkins @TravisPerkinsCo supplying the Indian sandstone for Southern Landscapes project in Eastbourne.



LANDSCAPERS

For landscapers, the 1-2-1 garden design service provides an opportunity for their clients to have a scaled plan. It also saves the landscaper from having to provide an immediate solution to the owner's questions about the garden.

Top landscaper so far this year is Lee Cob and Max from D&G Landscapes, who has built a 1-2-1 garden this year but has also recommended their clients to use the 1-2-1 garden design service.

SOUTHERN LANDSCAPES

www.landscapegardenereastbourne.com

Dave and Mark (Father and Son) won the contract to build a 1-2-1 garden in Eastbourne. Working to the specifications of a 1-2-1 garden design, Southern Landscapes was one of three local landscapers to price for the work. Coming out at under £15K and taking 4 weeks to build this project is typical of the type of work a 1-2-1 garden design can achieve.

So thrilled with the work the client has written and continues to write, a blog not only about the construction but the ongoing maintenance. @RobinHoughton All Dave and Mark need to do now is remember to promote a 1-2-1 garden design and repeat their performance all over again.



Southern Landscapes - Dave and Mark

D&G LANDSCAPES

www.dg-landscapes.co.uk

Lee and Max from D&G Landscapes called in the 1-2-1 garden design service to fix the problem of a small garden with a slope in Lewes. As they promoted the 1-2-1 service to their clients they were the only ones to price for the work. It seems only fair.

Working from a scaled plan meant the enlarged flat grass play area for the kids was built up using spoil from the slope so no carting of any materials off site. The detailed design and choice of materials kept the budget under £15K – an important criteria for a 1-2-1 client.



D&G Landscapes Lee and Max

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