

# Pictorial Meadows

## Transforming Urban Landscapes

A Seminar for Local Authorities, Housing Associations and Landscapers



This Seminar is an opportunity to learn how Sheffield has successfully transformed a range of temporary and permanent open spaces into low-input, high-impact floral displays that have contributed to its Beacon Status

Learn the secrets of Pictorial Meadows - colourful seed mixes that are specially designed to deliver long lasting, colourful displays from spring to late autumn with the added advantage of low cost, low maintenance and the major benefit of public support.



Keynote speaker is Dr Nigel Dunnett, Senior Lecturer, Department of Landscape, Sheffield University. Dr Dunnett's teaching and research revolve around exciting and novel uses of plants, planting design and application of ecological ideas to achieve low-input, diverse and colourful urban landscapes. His climate change inspired "Future Nature" garden won Silver Gilt at the 2009 Chelsea Flower show. He also writes regularly as a horticultural journalist for a range of landscape and garden publications, including Gardens Illustrated and The Garden.



Sheffield Manor Lodge  
Discovery Centre



Learn about Telford's success  
with Pictorial Meadows from  
Chris Jones.

[www.pictorialmeadows.co.uk](http://www.pictorialmeadows.co.uk)

[www.greenestate.org.uk](http://www.greenestate.org.uk)



GREEN ESTATE

## "Transforming Urban Landscapes"

Tues July 26 2011

Manor Lodge, Discovery Centre, Manor Lane,  
Sheffield S1 2UL

### SEMINAR PROGRAMME

- 10.00 am **The Pictorial Meadows Solution**  
*Speaker - Dr Nigel Dunnett, Sheffield University*
- 10.40 am **The Sheffield Story**  
*Speaker - Sue France, CEO Green Estate Ltd*
- 11.00 am **Bus Tour of Sheffield Sites**  
*Leader - Doug Brooke, Green Estate*
- 12.15 pm **Walking Tour of Displays at Manor Lodge,  
Pictorial Meadows Showground**
- 12.45 pm **Lunch**
- 1.30 pm **Case Study Presentations :**  
*The Telford Experience -*  
*Chris Jones, Telford & Wrekin Council*  
*Do Flowers Make You Happy ?*  
*Research by Sheffield University - Helen Cummins*
- 2.15 pm **Perennials in the Park inc Site Visit -  
Manor Fields Park** *Leader - Brian Hemmingway*
- 3.30 pm **Afternoon Tea**
- 3.45 pm **Question & Answer session**
- 4.00 pm **Close**

Green Estate are an award winning social enterprise based in Sheffield that employ landscaping and heritage as major regeneration tools. They have for several years held the contract with Sheffield City Council for the landscape management of key urban areas and parklands throughout the City and are able to share their experiences and skills with delegates.

A Coach to the venue will be available for those arriving by Train