

The Growing Skills Garden

PRESS PACK

CONTENTS

Garden Highlights	2
Garden Spokespeople	3
Dutch Landscape Architects Press Release	5
Pulp Friction CIC Press Release 1	6
Pulp Friction CIC Press Release 2	9
Branding Guidelines and Logos	12
Live Photo Folder	12
Quotes from Pulp Friction Members	12
About Pulp Friction: Our Story, Our Impact & Our Mission	13
About Dutch Landscape Architects	16



Dutch
—
landscape
architects.

Garden Highlights

Pulp Friction's Members have grown almost a third of the plants for the garden themselves!

Less than 5% of adults with a learning disability are in paid employment. This is amplified in the garden through the inclusion of 5 trees.



Such as: the Nottingham Medlar Tree - which creates alien fruits in Autumn that make a delicious jelly ideal for cheese.



Everything included within the garden has a 2nd use. We have used recycled materials throughout, such as: off-cuts of York stone from the quarrying and slab making process - and timber that is surplus from the milling process).



All plants used within the garden are edible or medicinal, such as: artichokes, marigolds, sambucus and herbs.



Our garden is inspired by the smoothie bikes that founded Pulp Friction, with circular motifs used throughout. The garden planting spins out from the central structure to symbolise the importance of community, inclusion and working together.

GARDEN SPOKESPEOPLE

Core staff team prepared for media interviews



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Pulp Friction

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For general media enquiries, please contact Alice Parkinson (Pulp Friction PR Support) at alice@pulpfrictioncic.org.uk, or on 07377083768

GARDEN SPOKESPEOPLE

Pulp Friction's Members have been involved throughout the garden building and growing process and would be delighted to tell you about our garden!



Claire
Pulp Friction Member
Project Team



Joey
Pulp Friction Member
Project Team



Albert
Pulp Friction Member
Project Team



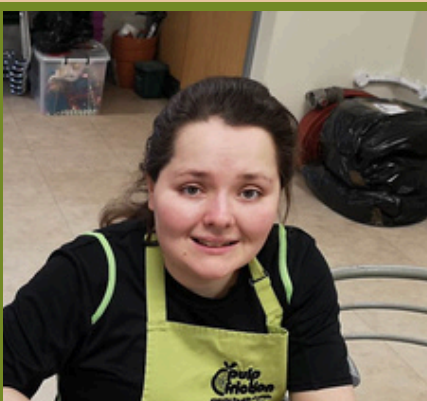
Elliot
Pulp Friction Member
Project Team



Eleanor
Pulp Friction Member
Support Team



Daisy
Pulp Friction Member
Support Team



Katy
Pulp Friction Member
Support Team



Beth
Pulp Friction Member
Front of House Team



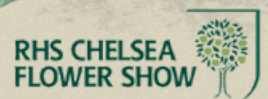
Chezelle
Pulp Friction Member
Front of House Team

Dutch — landscape architects.

We are delighted to be working with **Pulp Friction CIC** to design an **All About Plants** garden for **RHS Chelsea Flower Show 2024** sponsored by **Project Giving Back**.

Pulp Friction are an amazing organisation offering people with learning disabilities and autism an opportunity to get into work. They support their members to develop their social, independence and work readiness skills through individual development programs designed to reflect each individual's hopes, dreams and aspirations. Nationally **less than 5%** of people with learning disabilities are in paid employment. The garden is a celebration of the skill, determination and passion of the Pulp Friction members and what they can achieve. Many of the elements have been constructed and grown by the members.

The concept of the garden has been inspired by the smoothie bikes that founded the Pulp Friction Smoothie Bar CIC. The garden is formed around centrifugal forces. The colours and textures of edible planting spread throughout the garden, spinning from the centre which symbolises the connection between Pulp Friction and the wider community of Nottingham. The planting design is inspired by the Forest Garden concept championed by Robert Hart who had a passion to green cities and produce healthy food. The design



utilises edible species and others that have secondary uses. The planting is set out over 7 layers from the soil to the canopies of the trees. This dynamic and diverse approach to planting a small garden, maximises its productivity whilst remaining a beautiful calming space.

Our philosophy at DLA is *"to create unique and sustainable designs that connect people, places and nature"*. We carry this philosophy through our design and decision making process. With **The Growing Skills Garden** we have taken our inspiration from working with the members and wider team of **Pulp Friction CIC**, its context in Nottingham and their drive to reuse and up-cycle as much as they can. In this garden **"Waste is not Wasted!"**, from the up-cycling of fire hoses from Nottingham Fire and Rescue Service, to the use of waste material from timber milling supplied by Whitney Sawmill and off cuts of Scoutmoore York Stone supplied by Marshalls.

Please get in touch with us to find out more. We can not wait to welcome you to our garden!

Contact our team: design@dutch-la.com

Will 07875 642352

Tin-Tin 07572 779191

www.dutch-la.com





Press Release 1:
Shared on Monday 8th January.
Also available on our [website](#).

Pulp Friction Awarded Spot At RHS Chelsea Flower Show

East Midlands-based Community Interest Company (CIC), Pulp Friction, is heading to the RHS Chelsea Flower Show in May 2024 to demonstrate the power of inclusivity through gardening. The 'Growing Skills Garden' is one of the popular All About Plants category exhibits and reflects Pulp Friction's mission to challenge perceptions of people with Learning Disabilities.

Thanks to its sponsors, Project Giving Back, and partnership with designers, Will Dutch and Tin-Tin Azure-Marxen of Dutch Landscape Architects, the Pulp Friction 'Growing Skills Garden' will give people who attend the organisation's day service the opportunity to be front and centre of a project that could reach millions. The inequalities people with a learning disability face in the world of work will be reflected in the garden; with five trees representing the fact that just 5% of adults with a learning disability are currently in paid employment - something Pulp Friction is committed to changing.

Operating in Nottinghamshire, Pulp Friction CIC is a social enterprise that supports people with learning disabilities and/or autism to develop work-readiness, social and independence skills. Plants used within the garden will be edible, and primarily grown by Pulp Friction Members, drawing on the organisation's

successful horticulture projects that teach members propagation and cultivation skills and promote healthy eating.

Beth Danks, lead gardener at Pulp Friction said; *“This is such an exciting project for our Members. As well as getting their hands dirty planting and growing, all of the Pulp Friction Members will have the opportunity to apply to be part of the event team; staffing the garden, running events and activities linked to the project and its relocation to Stockhill Fire Station where it will be enjoyed by the community.*

It is a huge organisation-wide effort and we are all looking forward to seeing the garden come to life and meeting our aims of creating a wonderful garden that not only looks beautiful but that challenges perceptions and creates positive change.”

Plants & Features

Environmental issues and sustainability are fundamental to Pulp Friction’s work – and central to the garden’s design. Recycled products will be used throughout the build, and plants will be grown using environment and animal friendly techniques.

Members are growing around 1/3 of the plants to be used in the garden including Runner Beans, Herbs, Marigolds and succulents that will feature in the paths and gabions. Following the show, they will be sold or relocated back to Nottingham to continue their lifespan long after the show has ended.

To showcase the power of collaboration and working together, Pulp Friction Members are hand-crafting elements in the garden, with the support of local craftspeople sharing their skills including:
GABIONS – made using reclaimed materials from across Nottingham

APRONS – made using spin art textiles created by Members

TILES – made using spin-art slip created by Members

BUG HOTELS – designed and built by Members

BIRD HOUSES – designed and built by Members

Inspiration

“When my daughter, Jessie, and I began Pulp Friction in 2009, we had a single smoothie bike which we would take to different events across Nottinghamshire. It’s from here that we saw the potential of what Pulp Friction could be, and we’ve continued to grow and develop ever since.” Jill Carter MBE, CEO of Pulp Friction.

Dutch Landscape Architects will honour the centrifugal force of Pulp Friction’s bikes within the design of the garden, with a nod to circular motions throughout. The garden will include motifs made by the Members via spin-art bikes, as well as a halo structure made of recycled fire hoses donated through their ongoing partnership with Nottinghamshire Fire and Rescue Service, who contracted Pulp Friction to run the canteen at their Headquarters in 2015 and later the canteen at the Police and Fire Joint Headquarters in 2021.

The plot will also take inspiration from the beauty of forest gardens to reflect the famous Sherwood Forest - remnants of which sit close to Pulp Friction’s Headquarters, and build on the model created by horticulturist, Robert Hart who had a passion to green cities and produce healthy food. The design utilises edible species and others that have secondary uses. The planting is set out over 7 layers from the soil to the canopies of the trees. This dynamic and diverse approach to planting a small garden, maximises its productivity whilst remaining a beautiful calming space.

Jill adds *“We’re very grateful to Project Giving Back for helping us take our ‘Growing Skills Garden’ to Chelsea. It is a brilliant opportunity for our Members to showcase their skills to a wider audience. We hope the space will be a place where Pulp Friction, our Members and the wider community can come together, break barriers and change perceptions.”*



Press Release 2:
Shared on Tuesday 23rd April.
Also available on our [website](#).



The Social Enterprise Going for Gold at this Year's Chelsea Flower Show by Using Recycled Materials and Growing Edible Plants.



Pulp Friction CIC is a Nottinghamshire-based social enterprise that supports Learning Disabled and Autistic adults to gain valuable employability and life skills. Through multiple catering and gardening projects spanning the city and county, Pulp Friction's Members are able to develop their work-readiness and social independence skills in a safe and friendly environment.

This year's RHS Chelsea Flower Show will see Pulp Friction and their Members present their 'Growing Skills Garden' as one of the popular All About Plants exhibits, thanks to the 'Gardens for Good Causes' sponsorship from Project Giving Back. The garden is giving Pulp Friction Members the chance to harness and showcase their existing gardening skills, with the aim of creating a positive statement about inclusion and diversity by creating a space for all to enjoy.

With sustainability being a key factor throughout the organisation, Pulp Friction wanted their latest and most exciting project to be no different.

The Growing Skills Garden will be made from recycled materials, such as locally sourced reclaimed timber, remodelled and homemade gabions and stone off-cuts. One of the garden's key elements will be made by repurposing old fire hoses. Sitting central to the garden, the fire hose structure will reflect the garden's inspiration of communities coming together to achieve their central goal of breaking barriers, whilst also representing the long-standing partnership between Pulp Friction and Nottinghamshire Fire and Rescue Service.

Plants for the garden are being grown using environment, wildlife and insect friendly techniques. Organic fertilisers are being used to feed the plants, keeping the spaces being used to grow healthy. Pulp Friction Members themselves are busy growing a third of the plants to be used in the garden, which is inspired by Robert Hart's Forest Garden concept, and will be brought to life by the garden's designers - Will and Tin-Tin from Dutch Landscape Architects (DLA) and Beth Danks (Pulp Friction's Lead Gardener).

Hart's passion for creating green cities will be reflected through the 7 layers of planting and the edible plant species used throughout the garden. Including runner beans, fresh herbs and fruit plants and trees, such as the medlar. Edible planting not only creates a connection between the garden and its visitors, but also echoes Pulp Friction's passion to grow and use their own food throughout their catering projects, and DLA's ethos "*to create unique and sustainable designs that connect people, places and nature*".



With the show just a month away, the Pulp Friction team are working tirelessly to grow and build for their garden, but it's not without support from valuable partners, such as Brooke Farm and the University of Nottingham. Collaborating with local organisations is an important aspect of Pulp Friction's mission to develop strong, working communities that empower each other through sharing best practices, skills and demonstrating the importance of inclusion.

Once the show is complete, the entire Growing Skills Garden will live on as a space for Pulp Friction's local community of Nottingham to enjoy for years to come as it develops and grows into maturity. The garden will be rehomed at Stockhill Fire Station in Basford, Nottingham, where it can be enjoyed by people and wildlife alike. Biodiversity will continue to sit at the heart of the garden with features that will encourage interactions with nature, providing sensory and tactile opportunities for its visitors.

If you would like to support the journey of Pulp Friction's Growing Skills Garden, donate to their [crowdfunder](#), or get in touch with the team via their [website](#).



BRANDING GUIDELINES & LOGOS

Pulp Friction CIC - Branding Guide and Logos can be accessed [here](#).

Dutch Landscape Architects - Branding Guide and Logos can be accessed [here](#).

Our Sponsors, **Project Giving Back**, Logos can be found [here](#).

You can also find the logos for some of our key partners [here](#).

LIVE PHOTO FOLDER

You can access our live photo folder [here](#). This folder also contains photos taken during the lead up to the show. Please feel free to share these photos where appropriate.

WORDS FROM PULP FRICTION MEMBERS

“Very excited because I get to help make the garden” **Albert**

“We get to work with everyone in the community” **Chezelle**

“Gardening with everyone makes me happy” **Jo**

The Pulp Friction Story

Our journey began in 2009, when Jessie wanted to find a job.

Jessie recognised that local businesses were not going to be able to accommodate her needs in the workplace, yet she was determined to find work within the community. She began with a smoothie bike and when she was invited to provide smoothies at a community BBQ, Jill saw the potential in turning the smoothie bike into a business.

Jessie applied to the Youth Opportunities Fund successfully and received enough money to purchase a laptop and mobile phone, and Pulp Friction Smoothie Bar CIC was born.

Since then, Pulp Friction has flourished into a social enterprise that works with over 100 families and people who have Learning Disabilities and/or Autism to support the development of their social independence and work-readiness skills.

So far, we have;

- Successfully ran the canteen at Nottinghamshire's Fire & Rescue Headquarters which has led to the running of our new canteen at the Joint Police and Fire Rescue Headquarters.
- Operated the Robe Room Café at the National Justice Museum
- Helped to establish community groups, such as DanceSyndrome and The Atmosphere Choir
- Set up a Community Café at Bestwood Park Church
- Supported numerous gardening projects including our allotment at 'Dig-In' Stapleford, our polytunnel and wormeries!
- Catered for coffee mornings, lunch clubs, business meetings, training days, weddings, conferences... the list goes on!
- We continue to take our smoothie bike to events such as community fairs, weddings, festivals and much more.



We are always finding ways to utilise our operations to support the wider community.

Our Impact

- We support between 60-70 Members and their families every week.
- We employ our Members – be it one off events or ongoing employment at community based cafés.
- With FareShare we have saved £38,000 of surplus food from going to waste, and provided 10,000 meals each year.
- Through our canteen at the Joint Police and Fire Headquarters in Nottinghamshire, we serve 1,000 customers per week.
- Any food that we cannot use is composted through our wormeries/compost bins.

100% of our Members like to come to Pulp Friction and have learnt new skills.

93% of Members feel their confidence has improved and they can do more than they could before they joined us.

100% of our Members have made friends with other Members, and feel part of a team.

93% of our Members would like to get a job when they feel ready.

94% of parents and carers feel their daughter/son's independence has improved since working with Pulp Friction.

100% of Parents and Carers have seen a positive change in the daughter/son since they became involved with Pulp Friction.

The Pulp Friction Mission

Our mission is to provide unique opportunities for Learning Disabled and Autistic people to develop their social, work-readiness and independence skills within their own communities and in the world of work. We want to support those people who want to, to become their “own boss”.

We strive to

- Offer a person-centred service.
- Place safety and wellbeing at the centre of all that we do.
- Support the development of social and independence skills.
- Help Members feel prepared for the world of work.
- Improve confidence and self esteem.
- Promote healthy and responsible living.
- Support individuals to fulfil their potential and live the life that they choose

Dutch Landscape Architects

DUTCH Landscape Architects are a landscape design studio working across the UK and internationally, to create unique and sustainable designs that connect people, places and nature.

We work closely with our clients on a variety of scale schemes, from garden designs to larger commercial projects, providing our clients with a one to one service.

OUR SERVICES INCLUDE
LANDSCAPE DESIGN
COMMUNITY
ENGAGEMENT
URBAN DESIGN
MASTERPLANNING
PLANTING DESIGN
ILLUSTRATIONS AND CGI

Dutch
—
landscape architects.

Our philosophy
“to create unique and sustainable designs that connect people, places and nature” ensures we always make responsible and creative decisions for each scheme on a project by project basis.



Designing is our passion.

We love a bespoke challenge to create things out of the ordinary. No matter the type, size or location of the project, our shed-based studio (shedio!) is never happier than when utilising our carpentry, manufacturing and 3d design skills.



Both Will and Tin-Tin studied Garden Design with their Landscape Architecture degrees and both love to get the opportunity to work with private gardens, designing a space truly bespoke and special to each client.

Recent projects include:

- Masterplan and creation of an urban courtyard at William Hunter House.
- Roof top and public realm design at Dartford Block E.
- Concepts and design for container stores at the Phoenix Cycle Works.
- Garden and cart lodge design for planning; Grade II listed property with challenging levels.
- Research rigs for Brilliant Planet in Morocco.
- Creation of Design Guide for the Sweet Chestnut Family Cycle Trails at Broadland Country Park for Broadland District Council.

