



# THE MANCHESTER FLOWER SHOW 2022

The city keeps blooming with Manchester BID's flagship Summer festival...

## **The Manchester Flower Show**

*Thursday 2nd June – Sunday 5th June - Queen's Jubilee Weekend*

2021's event was the first public event in the city since covid lockdown and was a huge success, bringing in thousands of visitors and rebuilding confidence in the city centre.

Now Manchester BID brings back this fabulous floral extravaganza to celebrate the start of Summer and the Queen's Jubilee with:

- Beautiful floral displays in and around the BID central shopping area
- Green takeovers and flower displays inspired by the Flower Show across the city
- Outdoor dining, long tables, jubilee décor and community vibes
  
- Bringing people into the city for the Jubilee Weekend
- **PR campaign** and **VisitManchester.com** web portal
- Start of Summer, part of wider Marketing Manchester Summer campaigns
- Positive PR, a key new event in the city's calendar

## WHEN IS THE MANCHESTER FLOWER SHOW?

**Saturday 2nd - Sunday 5th June 2022**

Includes the four days of the Jubilee Bank Holiday.

## WHERE IS THE MANCHESTER FLOWER SHOW?

Main activity is focused around the retail core as the “festival zone” with large floral displays, gardens, stalls and entertainment with business across the city supporting the event with their own displays creating one of the largest flower show fringes in the country.

## WHAT IS THE MANCHESTER FLOWER SHOW?

The event originated in the 1950s in Platt Fields Park and brought the whole city together for a celebration of town and country. Manchester BID revived it in 2018 on King Street and then in 2020 expanded the event to be citywide as the first public event as we came out for covid lockdown.

The 2022 event will see the retail core (St Ann’s, Exchange Sq, King St, Market St areas) turned into the Flower Show Festival Zone with gardens and floral displays big and small created by local florists, garden designers, artists, community groups, brands, charities and private businesses including BID shops and restaurants supporting the show.

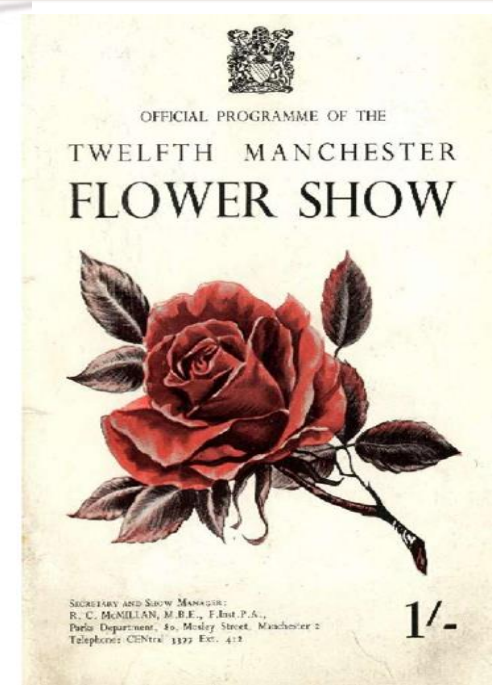
The Festival Zone will also feature flower stalls, roaming entertainment and city dressing as well as support alfresco food and drink for the BID area’s best restaurants and bars.

Outside of the this central hub businesses citywide will be supporting the event with their own floral and green displays in the Manchester Flower Show Fringe.

This year the event will take place across the four day Bank Holiday weekend celebrating the Queen’s Platinum Jubilee. The flower show gives people a reason to visit the city during the weekend and brings extra PR to the city at the start of Summer.

If you have the capacity then we encourage you to get involved and create a display or gather together as a collective with a collection of displays on your street. We invite you to be part of creating something fun and dress the city with flowers.

It is free to enter and don’t worry there won’t be judges coming around with clipboards, it’s all about having fun with flowers.



King Street Telephone box



# BE PART OF THE FRINGE

This year's Manchester Flower Show will be split into two areas – the festival zone and the fringe.

This follows the format of more traditional flower shows where the festival takes place in a formal area and the surrounding villages support the show with their own gorgeous displays. But this is Manchester and this is an urban flower show so we do things a little differently!

The festival zone roughly aligns with the retail core of the city and the Business Improvement District managed by CityCo/Manchester BID. The businesses in this area fund the event which allows for streets to be closed and for producers to bring in show gardens and impressive displays as well as bars, stages, art, stalls and more.

This area is Deansgate (from John Dalton to Blackfriars), Manchester Arndale, Market Street, Spring Gardens, Cross Street, King Street, St Ann's Square and New Cathedral Street.

From feedback from the 2021 event some visitors are only able to walk around this area of the city (elderly visitors, families) but most also enjoyed leaving the festival zone to seek out the other displays that businesses created citywide. We want to make sure these areas are clear so people have the best experience exploring the city as it blossoms into life for the event.

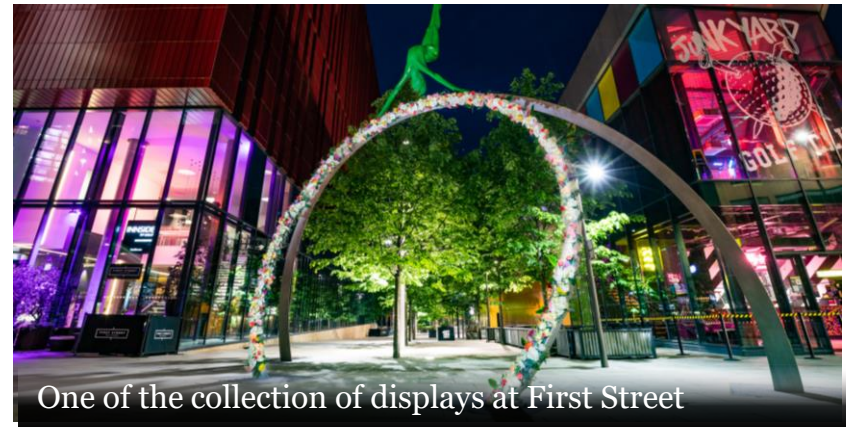
This year we have called area outside of the festival zone *The Manchester Flower Show Fringe* so visitors who are capable of exploring more can venture across the city to seek out even more wonderful displays.

We encourage visionary city businesses like yourselves to form the official Manchester Flower Show Fringe with, imaginative green and floral takeovers making the whole of Manchester bloom and bringing focus to your building or area of the city.

The Fringe will be made up of large scale displays or collections of smaller displays in one area of the city like the amazing series of displays on First Street and Stevenson Square in 2021 that took over several buildings or the wonderful Whispering Wisteria talking tree on Circle Square or the Four Floral Towers on Deansgate Square that were the most instagrammed pieces across the whole festival.



One of the collection of displays at Stevenson Square



One of the collection of displays at First Street



The large display at Deansgate Square 2021



# YOUR DISPLAY

## Fringe entries are defined as:

- > Outside of the central festival zone
- > Supporting the festival and making the city bloom by creating your own display, garden or decorating your building

## And must meet this below criteria:

- > In walking distance of the central festival zone
- > Large displays or a collection of small/container displays (not one single small/container display or one single window)
- > Uses majority real or dried flowers or plants (avoiding artificial, plastic or silk)
- > New for the flower show and launching on 2nd June. It can stay in place for the rest of Summer if you like.

You will need to complete an entry form by **Tuesday 19<sup>th</sup> April**

If your entry does not meet the criteria above we unfortunately will not be able to accept your application to the fringe but please feel free to still celebrate the event and create something floral and wonderful. This is due to capacity for our show team so please be respectful of this.

Thank you for helping us spread colour across Manchester at the start of Summer and contributing to the message that we work together across the city to make our urban flower show stand out from the crowd.

## Manchester BID



Display outside Qbic Hotel and Motley bar



Angel Meadow NOMA  
Call of the Wild topiary animals



Whispering Wisteria on Oxford Road



# MARKETING

The Manchester Flower Show will be promoted through a multi-channel marketing campaign in partnership with Visit Manchester and Manchester City Council, supported by media partner The Manc.

Follow us, share the message and tag your happenings at:

Facebook.com/TheManchesterFlowerShow  
Instagram.com/TheManchesterFlowerShow  
Twitter.com/MCRFlowerShow  
#MCRFlowerShow

We will provide all Fringe displays with a flower show digital toolkit plus printed collateral such as a plaque or similar, posters etc to show you are supporting the event.

# NEXT STEPS

*Contact us to discuss the event, we're here to support you, and remember there is no cost to be part of it.*

## **Contact**

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## Manchester BID

