



## Entry Statement: Geoffrey Carr Garden Design

### Category: Business Person of the Year

**The business/services:** My 'one-man' business provides a comprehensive service covering the design, construction and maintenance of gardens of all shapes and sizes. I also offer support and guidance to budding gardeners, and a consultancy to help people make the most of their existing gardens. I provide specialist horticultural input to local authorities, charities and businesses. I have over 40 years' experience in horticulture and design, ranging from a garden maintenance round as a teenager to being a 3-D design lecturer in a university to working in the *BBC Gardener's World* garden with Monty Don. In 2008 I set up my own garden design business and am now self-employed.

**My role within the business:** I undertake all tasks associated with running a garden design business: advertising, promotion, pitching, client relations, creating designs, presenting concepts and plans, sourcing appropriate trades, researching and sourcing plants and materials, book keeping, networking, project management, contractor management, laws/regulations.

**What makes me different:** My main focus is on listening to my clients, not including my personal preferences in a design is very important. I listen to what people say (or don't say) when they are briefing me and I never impose my ideas or suggest features for their own sake. I work hard to really understand the likes, dislikes, needs and wishes of each client. Understanding a client's personality and the amount of involvement they desire is paramount in producing the ideal garden. Indeed, it is not uncommon for me to be commissioned to re-design a garden soon after it has been designed by a company more interested in profit than customer satisfaction. I have deliberately remained a 'one-man' outfit in order to safeguard the personal service I provide to clients.

### Successes in 2014

- Designing gardens for 8 clients - all of which were thrilled with the end result.
- Having the courage to develop a 'waiting list'. I faced the prospect of turning down business as I was unable to meet demand, so introduced a booking calendar and now ask if clients are prepared to wait. I have projects booked until late 2015.
- Negotiating the design/management of one of the 'gateways' into Cirencester. I have planted this space with low maintenance, drought tolerant species that provide year round interest for people working, visiting or living in Cirencester.
- Establishing a professional peer group comprising gardeners, designers, landscape builders and skilled landscape trades such as dry-stone-wallers and ground workers. We meet regularly to share good practice, exchange news, views and ideas and solve work-related problems.
- Purchasing a new work vehicle - a Land Rover Defender. This vehicle reflects the values of my business: long term vision, reliability, hard work, quality and determination.

## Business Knowledge and Expertise

In addition to my core business of garden design, the following examples show my business knowledge and expertise:

- Project Management of a collaboration between Swindon Town Centre Management, six local charities, the Heritage Lottery Fund, the National Trust and a number of national and local businesses. I designed six community gardens in Swindon Town Centre. This project led to a contract with the National Trust to train NVQ students.
- I have helped businesses improve turnover and/or the environment for their customers and employees. For example, gaining permission to lower trees/hedges to improve visibility of a business that relied on passing trade and on another project using vandal resistant planting.
- I write a monthly gardening column for *Cirencester Scene Magazine* and a quarterly article for *Tree and Leaf*, the regional magazine of The Tree Council.
- My input to the BBC's *Gardener's World* contributed towards two RHS award winning designs and the winning garden in the BBC Gardener of the Year competition.
- I have had articles and/or photographs published in *Horticulture Week*, the *Garden Design Journal*, the *Tree Guardian*, *Landscape News* and the *BBC Gardener's World* magazine and television program. I have illustrated a book of poems written by Professor Lesley Saunders inspired by the landscape gardens at Rousham House.
- Due to my commitment to the Tree Warden Scheme and horticultural expertise, I was nominated to attend an award ceremony at the House of Commons on behalf of Cotswold District Council.
- I have produced and delivered radio shows on *Corinium Radio*, including Gardener's Question Time, A History of Cirencester Park, A Tree Route walk around Cirencester, a recorded visit to the famous Barnsley House garden, a program about composting as well as giving garden design tips.

## Testimonials

*Truly phenomenal. Geoff took the trouble to get inside my mind and came up with a design that met all my criteria and was truly stunning.*

**Andrew Bearpark, Kemble.**

---

*Geoff has been working miracles on our three acres of garden. During the year he has transformed the garden from chaos into a well-organised picturesque oasis. Geoff is very organised; reliable and practical but he is also a thinking gardener with extensive knowledge linked to creativity. He plans ahead; works with initiative but also has a real eye for detail and keeps on top of all the jobs that the garden throws up. The garden has never been better maintained and I cannot recommend Geoff highly enough as he has been a joy to work with and an inspiration to do more with the garden. A house owner in Wiltshire.*

---

*I met Geoff at the first Cirencester business awards and from that day on we quickly became good friends - he's just that sort of person who magnetises the people around him with his personality. I subsequently was invited by Geoff to join Corinium Radio, where I soon found out that he ploughs in unimaginable amounts of energy and personal time, dedicating himself to promoting all that is good about local organisations and individuals of merit - always with a view to unveiling Cirencester as the rich and diverse town that it is. Another aspect of Geoff is Geoff the businessman - a wonderfully insightful garden designer and planner (he has been a font of knowledge and advice for my own garden), but also someone who is very much aware of his own brand and identity. I have had the pleasure of working for Geoff on his company branding and other business-related promotional concepts that he dreams up and he is a joy to work with because he has a strong vision for where he wants his business to go and how it can impact on other people's lives. This all having been said, beneath all of these layers lies a very genuine person who always looks beyond himself to see how he can be of assistance or inspiration to others - "That will do" is simply not a phrase that comes into Geoff's vocabulary. Simon May, May Media.*

---

*We have been doing business with Geoffrey Carr Garden Design for many years now and with our similar ethics of value and service find the company easy and pleasant to work with. We look forward to enjoying the relationship for many years to come.*  
**Jack Whiteside, Marketing & Communications Manager, Kingsdown Nursery, Blunsden.**

---

*Geoff's remarkable skills as a designer, his vision and professional knowledge, his humour and people skills proved more than a match for the daunting challenge presented by our brief.*

*Geoff was enthusiastic and untiring in solving our dilemmas, working closely with us and providing professional advice with regard to detail, style and planting. Several design options were provided to us and the project fine-tuned which, at the end of the year, produced astounding results. When necessary, Geoff also has on call a very professional landscape team to help implement his designs.*

*We are more than delighted with our new and beautiful garden and can confidently recommend Geoff for any garden design project.*

**Malcolm and June Finch, Cirencester.**

---

*We are a lawn treatment company and as such have benefited from Geoff's experience and knowledge of his vocation. He has been proactive in promoting our business, this positive feedback is always welcome. We feel he has confidence in our products, knowledge and working methodology.*

*Geoff is extremely professional in all aspects of his work. We are very happy to be working with him.*

**Adrian Bull, Customer Services Manager, Green Thumb.**

---

*I have been delighted with Geoff's thoughtful and expert approach to the design of our garden, which has provided the catalyst for its transformation into a truly delightful and integral part of our home. In particular, I have greatly appreciated Geoff's ability to turn*

*concept into reality in a way that exceeds expectation, and his collaborative, empathetic approach where he uses his expertise to inform, support and enhance my original vision.*  
**Mathew Smith, Cirencester.**

---

*Geoff Carr is a talented garden designer, artist and businessman, and a leading light in the Cirencester community, supporting and promoting all local businesses and charitable organisations and helping them flourish.*

*As a longstanding local businessman himself, he has experience, knowledge and transferable skills, which he shares to good effect when mentoring others. When approached, as he often is, for guidance, he has a rare ability to truly listen and can often isolate the key element that needs to be tackled to solve a problem. Best of all, after chatting with Geoff, you go away with greater insight and the confidence to bring about the solution yourself.*

*I met Geoff first of all via his business advertising with us at Cirencester Scene, but pretty soon he had roped us in as sponsors of Corinium Radio, one of the charitable projects that he has been a leading light in over the last seven years. He has worked tirelessly raising its profile, both with local businesses and with the community, while helping to develop it into the more professional organisation that it is becoming. He has also been recruiting and encouraging local people of all ages to put together a radio programme, to master technical skills, to speak on air, to organise their thoughts clearly and to succeed. Alongside this, Geoff has spent a lot of time fundraising for Corinium Radio too, including the famous Corinium Radio wine tasting events!*

*There are few people in Cirencester who haven't heard of Corinium Radio as a result of all his promotion, and Cirencester Scene Magazine is very proud to support it.*

*Geoff's biggest talent is networking. He meets a lot of people and he is constantly introducing businesses, organisations and individuals that he feels will collaborate well together. He is usually right. He sees the bigger picture and knows that cooperation achieves greater and better results. He is both unassuming and proactive, yet has that rare ability to inspire confidence and a can-do attitude in those he mentors. Firm, fair and positive, he brings out the best in everybody!*

**Jan Sparrow Federlein, Editor, Cirencester Scene Magazine.**

---

*We met Geoff through the Cirencester Chamber of Commerce. We now carry out regular maintenance work on his business website.*

*Geoff has a reputation throughout the local area for being professional and approachable in his work and passion as a garden designer. Not only has he succeeded within his own business but he has also shown support towards others using local services where possible. He should also be commended for his voluntary work with Corinium Radio.*

**Michelle Field, Director, Athena Web Development.**

---

*I think Cirencester would be a less colourful place without him, not just because of his garden designs, but because of him. I have known Geoff for 3 years, primarily in connection with the Chamber of Commerce, I was fortunate to work with Geoff on the table decoration planning for the Awards for the last couple of years. I enjoyed working with someone with such enthusiasm for his craft, as well as such obvious skill and attention to detail. He came to me with a broad idea, and through collaboration, we refined it ready for its reveal at the Awards. I particularly appreciated the way that Geoff immediately turned the focus away from him, and to the intended audience, after all, it was they who we were working on the idea for!*

*I have also spent time with Geoff through Corinium Radio, which is a significant area where Geoff again adds value, humility and enthusiasm.*

**Anthony Flynn, President, Cirencester Chamber of Commerce.**

---

*I have worked for Geoff as a supplier on a product design project. All I can say is I wish more of my clients were like Geoff - lucid, consistent and realistic in goal setting. In addition, despite his many years' experience in his particular industry of landscape/ garden design, he wears his considerable knowledge lightly and in a manner which engages- not repels - the team!*

**Nigel Chute, Chute Design.**

---

*I have no hesitation in supporting Geoffrey Carr's application to be Cirencester's Business Person of the Year 2015.*

*Having received a personal recommendation from another satisfied customer, my husband and I decided to commission Geoff's services to help us make sense of our garden. We really didn't know what we wanted.....we aren't keen gardeners. We just knew that what we had wasn't working for us and wasn't doing the house justice. From the first meeting in our garden (which was really Geoff interviewing us to make sure we were happy with his approach) he instilled a quiet confidence - we were in safe hands, he wouldn't try to push us down a particular path just because he liked the idea. And this is what made Geoff stand out. He gave us plenty of time to consider his recommendations, based on options borne out by his considerable skills and expertise.*

*Geoff didn't stop there though! He was able to introduce us to other specialists who could help us re-fashion the garden. This is also one of Geoff's most distinctive points which I became aware of when I first became a volunteer of Corinium Radio. As Vice Chair of this community group, Geoff was doing the most fantastic job of bringing people together and encouraging them to make the most of their skills and enthusiasm which, through his knowledge and energy (which Geoff displays in all that he does in work and play!) has enabled Corinium Radio to be the success it is now.*

**Carole Boydell, Cirencester.**

---

*Geoff listened to our thoughts and requirements and came up with two very considered garden layouts. Very cleverly he made great use of a small plot of land and complimented the surrounding vegetation and buildings. The garden is getting better and better with time, and is evolving as Geoff had said it would.*

*With Geoff you are not buying a readymade designer garden, but an evolving masterpiece.*

**Rob & Amanda Tims, Cirencester.**

---

*During his four years at the BBC, Geoff made a significant contribution to the multi-faceted projects that comprise the weekly Gardener's World TV series, bringing his design and gardening experience to bear on much of the garden. His input influenced many of the items that featured on the Friday evening BBC2 programmes.*

*Geoff's professionalism and reliability made him a firm favourite with the presenters, the film crew and the gardening team.*

**Alys Fowler, Television Presenter.**

---

*Geoff was employed by Swindon Town Centre Management on a contract basis, charged at an agreed day-rate following a formal tender process.*

*Geoff was given a difficult brief in terms of the town centre project - one that involved interpretation of a theme, decisions on project management, co-ordination of partnership contributions and sourcing of materials. The project demanded both project management and horticultural skills and adherence to a fixed budget.*

*Geoff is an easy person to work with and will listen to the demands of a project, offering considered suggestion and application of expertise. His approach to research in ensuring the integrity of a project is also an attribute that could offer considerable added value to any commission that he might be given.*

*Geoff's contribution to our project exceeded expectations and offered significant added value over and above the brief that he was given. I would happily work with Geoff again. I would have confidence in his ability to offer innovative and creative solutions to project constraints, and would enjoy his diligent and engaging work ethic.*

**Oliver O'Dell, Swindon Town Centre Manager.**

---



## Seasonal advertisements used in Cirencester Scene magazine

### Spring





**Geoffrey Carr**  
Award Winning Garden Design

**Goodbye to the old ...  
...welcome in the new**

*Geoff made a significant contribution to the multi-faceted projects that comprise the weekly Gardener's World TV series. His input influenced many of the items that feature on the Friday evening BBC2 programmes. Geoff's professionalism and reliability made him a firm favourite with the presenters, the film crew and the gardening team.*

**Alys Fowler, Television presenter.**

For a **FREE**, no obligation meeting call Geoff Carr now on **07719 896039** or visit him: **[www.geoffreycarr.co.uk](http://www.geoffreycarr.co.uk)**

### Summer





**Geoffrey Carr**  
Award Winning Garden Design

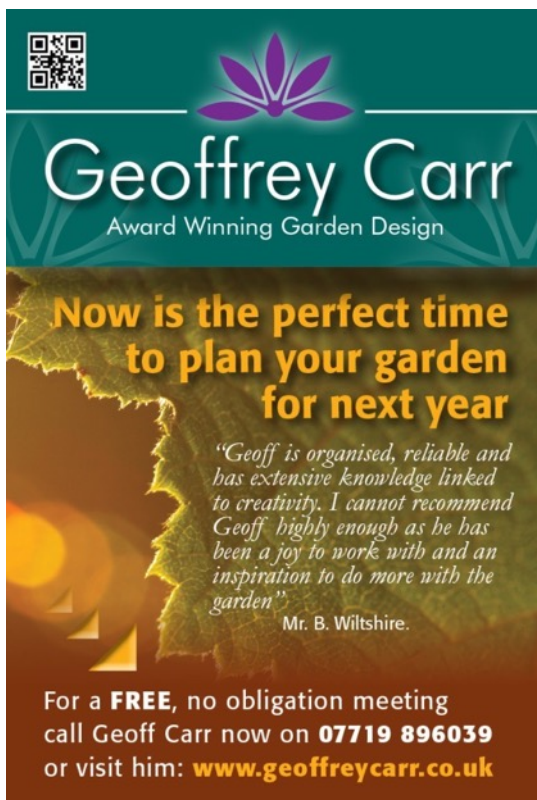
**Make the most of your garden this summer**


*Geoff provided us with a garden design that was all-encompassing and covered every aspect of the brief. We were impressed by Geoff's professional approach and to the enthusiasm, attention to detail and diligence he put into the project.*

**Mr. & Mrs. G. Cirencester.**

For a **FREE**, no obligation meeting call Geoff Carr now on **07719 896039** or visit him: **[www.geoffreycarr.co.uk](http://www.geoffreycarr.co.uk)**

### Autumn





**Geoffrey Carr**  
Award Winning Garden Design

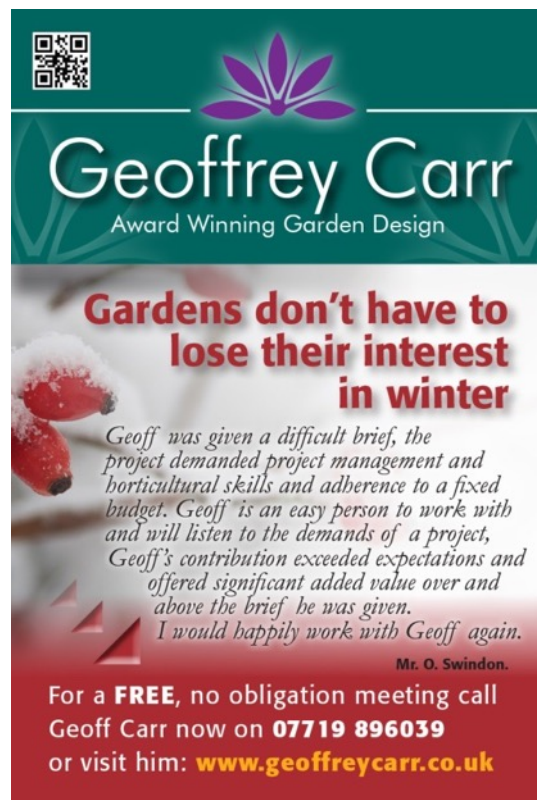
**Now is the perfect time to plan your garden for next year**


*"Geoff is organised, reliable and has extensive knowledge linked to creativity. I cannot recommend Geoff highly enough as he has been a joy to work with and an inspiration to do more with the garden"*

**Mr. B. Wiltshire.**

For a **FREE**, no obligation meeting call Geoff Carr now on **07719 896039** or visit him: **[www.geoffreycarr.co.uk](http://www.geoffreycarr.co.uk)**

### Winter





**Geoffrey Carr**  
Award Winning Garden Design

**Gardens don't have to lose their interest in winter**

*Geoff was given a difficult brief, the project demanded project management and horticultural skills and adherence to a fixed budget. Geoff is an easy person to work with and will listen to the demands of a project, Geoff's contribution exceeded expectations and offered significant added value over and above the brief he was given.*

**I would happily work with Geoff again.**

**Mr. O. Swindon.**

For a **FREE**, no obligation meeting call Geoff Carr now on **07719 896039** or visit him: **[www.geoffreycarr.co.uk](http://www.geoffreycarr.co.uk)**





## Some 'before & after' examples of my work

A public space in Swindon town centre



A small, suburban garden



A small, urban garden



A large, suburban garden





A large, country garden



A farmhouse garden (previously the farm yard)



A town centre traffic island

