

# **Transform your space** Planting at its best

The world of planting is getting ever more rich and creative: Landscaped external spaces, living walls and green roofs as well as indoor and outdoor plant displays can all transform your workplace or home for the better. Find out more inside...



# For a greener world



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## Our national team grows to meet client demand

Despite a challenging year for all industries, our national team has been busier than ever, managing existing schemes to help our customers adapt their workspace in light of the pandemic, as well as bringing in new work from existing clients and new business alike. As a result, we have been evolving our operations to ensure we meet all our customers' needs.

As our business continues to grow, so has our team. Newest to the Urban Planters National Sales team fold are Rowena Corcoran, Anne-Marie Atkinson and Charlotte Bellingham, who are taking on various roles from managing the admin team to account managing and supporting new and existing clients.

We have also welcomed Bethany Fisher back from maternity leave. Bethany has hit the ground running, her first role was to oversee our ever-busy and now successfully completed Christmas decoration service.



### A fresh look

While we were locked down in the Spring of 2020, we took the opportunity to put the finishing touches on our company rebrand.

First to launch was our new website, featuring a completely overhauled look and feel, thanks to our web designers Atomic Smash.

The revamped site uses a new colour theme and is designed for easy navigation to take you quickly and easily to the information you need. We have also tried to let our work do more of the talking, by fore-fronting images of our schemes and products throughout.

Now we are rolling out the refreshed branding across all our marketing materials including our Urban Update newsletter, as you can see.

We hope you like our new look as much as we do.

**Alan Page**  
This Issue's Editor



# Veolia gets a biophilic boost

Urban Planters has worked with Veolia at a number of their offices across the UK, so when they asked Urban Planters Northamptonshire and Peterborough to bring green life to their brand new St Ives office, they were confident we would more than deliver on their brief.

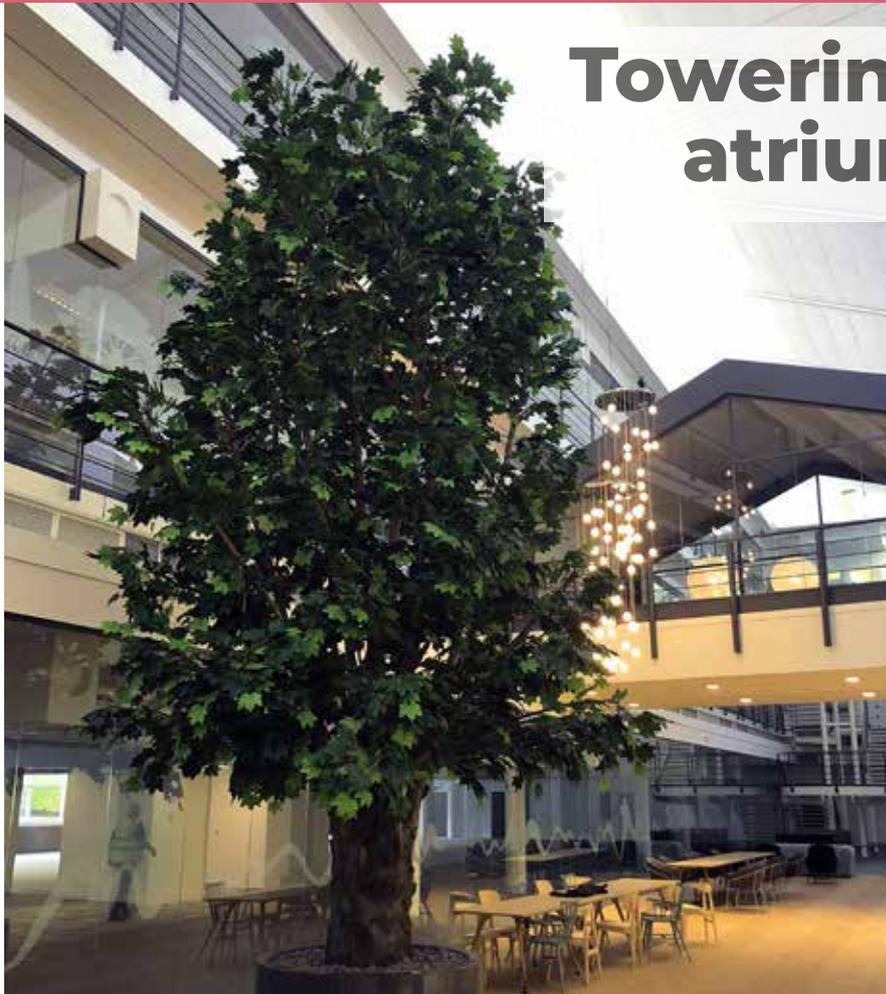
Like many of our clients, Veolia already knew the many benefits of biophilia and were keen to create a healthy space with carefully selected planting.

We got to work lining walkways, filing cabinets and meeting room windows with uniform rows of planting to soften the view and give a sense of seclusion.

Among the carefully chosen displays were matt white tower planters housing large *Dracaena reflexa* 'Song of Jamaica', cabinet troughs planted with short *Dracaena fragrans* 'Lemon lime' and in the same vein, a row of tall grey troughs planted with branched white short *Dracaena fragrans* 'Lemon Lime'. are lined along the boardroom glass wall to give both sides a sense of privacy.



# Towering tree creates atrium centrepiece



A vast atrium spanning all the floors of a newly remodelled office building in Peterborough was crying out for a striking centrepiece.

Working in partnership with the office designers Overbury, Urban Planters Northamptonshire sourced a 7.5-metre-tall artificial maple tree and positioned it in a prominent position for maximum visual impact.

The space reaches through the entire height of the building, so we chose a tree tall enough to stretch through the floors and be in view from all the levels of the building.

We only use high quality, realistic artificial plants, ensuring that this tree would look great from all angles and provide the atrium with a biophilic boost.

## From Carbon Neutral to Carbon Negative: Our eco-goals continue



With sustainability and climate change becoming ever more urgent issues, we believe that we are all morally obliged to reduce our environmental impact.

Last year, as part of our commitment to reducing our impact on the planet, we achieved a carbon neutral status. First of all, we worked to offset our CO2 output. To do this we bought carbon credits in two projects linked with renewable energy and indoor air quality: issues close to our hearts.

We also set ourselves some positive carbon reduction targets for our in-house business practices, in line with the Measure, Reduce, Offset and Validate steps. We hope to see that we have made progress in this when we get our report back for 2019's trading.

The restrictions imposed on us by the pandemic allowed us to put our business practices under even sharper scrutiny. With this in mind, we have now set ourselves the target of becoming a Carbon Negative business within the next five years, committing us to taking more carbon out of the air than we emit.



# A growing partnership with Peldon Rose

Our National Sales team and Urban Planters London West have developed a strong working relationship with office designers Peldon Rose, a partnership forged in our shared priorities for creating healthy and happy workplaces.

This has led to a range of interesting projects, most recently for Urban Planters London West, who have installed new schemes for two Central London clients.

## Polen Capital

When this global investment company opened its first London office in the City, they asked Urban Planters to propose a planting scheme to enhance the planned office layout.

Through careful assessment of the plans, décor designs and a light level survey, we created a scheme focussed on high quality to reflect the client brand, using a variety of live planting, housed in containers made of natural materials.

The resulting scheme combines with the stylish modern décor of the office to form a stunning, stylish and welcoming workspace.





## Gunvor

Biophilia was a priority for this global client, who were keen to use planting in their Pall Mall workplace to nurture a greater sense of wellbeing among their staff, as well as combat the VOCs emitted by office equipment.

The resulting scheme boasts plants in large, leafy and branched forms to catch the eye while at the same time working effectively to remove toxins from the air.

Limited light posed a challenge, but we selected planting which could thrive in dimmer spaces, such as the elegant *Dracaena fragrans* 'Janet Lind', as well as *Aglaonemas* and *Sansevierias*.

To add interest to the kitchen, replica *Alopecurus* grass in unusual anthracite cone wall planters enhance this busy area without eating up floor space.



# A natural selection

Software company Ideagen PLC tasked Urban Planters Nottingham with designing a planting scheme which would happily marry with the natural textures and shades of their new office space in Nottinghamshire.

To achieve this, we selected natural fibrestone planters for the common areas and main core of the building, with two statement Ficus Lyrata in the reception mezzanine level, each standing over two meters tall.

We also designed a varied scheme for the office areas, using a range of planting styles, including cabinet-top and floor-standing troughs housing various big leafed, natural planting, as well as thoughtfully positioned shelf displays at varying heights.





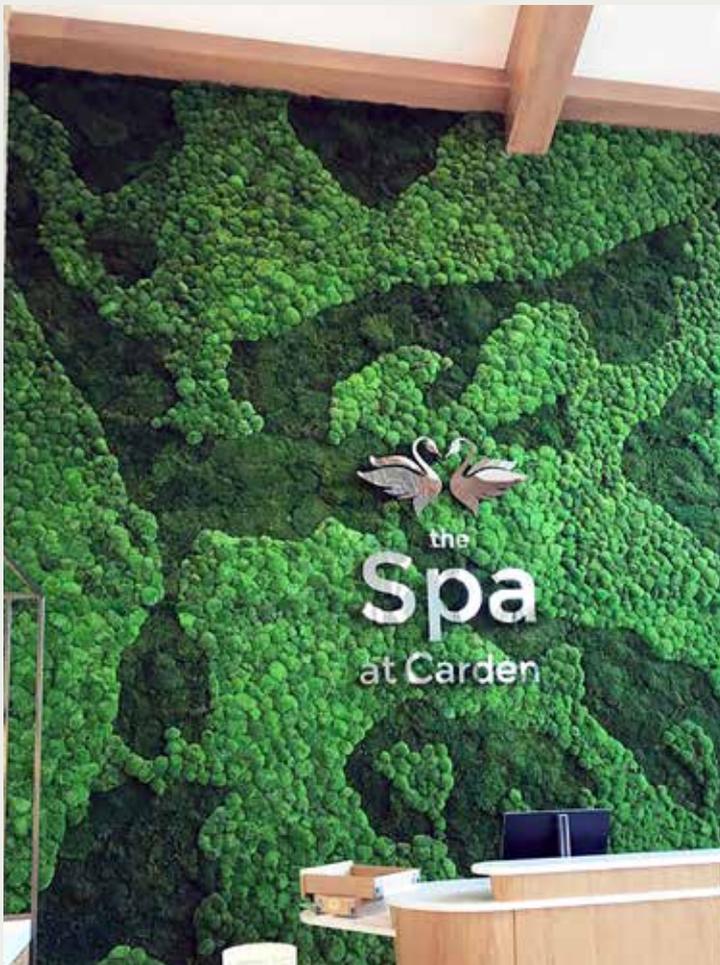
# Good planting by design for flagship motel

A flagship drive-through American motel and diner on the A40 near Oxfordshire is the brainchild of Soho House owner Nick Jones. Unsurprising, then, that good design was a high priority for the interiors of this soon-to-be chain.

The site designer for Mollie's Motel & Diner had earmarked a range of planting ideas to suit the desired aesthetic. Urban Planters West Country's Melanie Grohmann set to work matching the specimens as closely as possible while ensuring each selection would thrive in their setting.

The client was so impressed with our scheme and our additional advice on containers, that we were contracted to look after the planting, ensuring they continue to thrive for this new business venture.





## Vibrant options for where live won't thrive

The five star Carden Spa at the prestigious Carden Park hotel in Cheshire tasked Urban Planters North West with designing a planting scheme to bring a nurturing and biophilic feel to the space.

However, light levels dictated that live plants would not be suitable, so we opted for quality replica and preserved planting. The feature piece of the scheme is a vast and vibrant preserved moss wall which towers behind reception, bearing the spa logo.

For the individual displays, we selected high-quality, lifelike replica planting such as small trees and white silk orchids.

Subtle dark pebble topping and replica trailing underplanting adds further interest, while bronze planters in a variety of textures echo the luxurious spa theme.

# A working relationship with strong roots



**Kerry Foods have been a client of Urban Planters London West for over 20 years.**

So, when their Egham offices were due for a refresh, the Urban team worked closely with Tracey Brian at Kerry Foods and interior designer Maz Mahmoudi of 3 Equals 1 Design Ltd to create a scheme which suited both the building and the client's tastes.

Using large, leafy feature planting housed in a variety of neutral containers in a stone finish, we were able to create a natural feel in line with Kerry Food's brand and ethos.

Knowing the building, designer and client so well allowed us to expertly advise on areas which were too dark for live plants, instead focussing resources on areas where plants would flourish. We also knew the client's preferred style, so could suggest containers and specimens to suit their aesthetics.

Despite a very short turnaround time, we were able to achieve quick decisions by working closely with both the designer and the client, installing ahead of the opening date with just a day to spare.

On a final word, we would like to take this opportunity to say a huge thank you to all our customers for arranging access and allowing us to maintain the plants, it is very much appreciated.

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**The client wanted to create wellbeing and a calm space. Therefore, the plants were a huge part of the project to make the staff smile and create separation without harsh barriers. Urban Planters achieved this and did a great job.**

**Maz Mahmoudi - 3 Equals 1 Design**

