



**REGENT STREET**  
WHERE TIME IS ALWAYS WELL SPENT

## **Regent Street celebrates the success of the Summer Streets programme**

On Sunday 28 July, Regent Street, London W1 was transformed into a garden, celebrating the last of the traffic-free Sundays as part of the Summer Streets series.

The Summer Streets programme – the first of its kind in the UK – in partnership with the Mayor of London was originally inspired by ideas in the Mayor's Air Quality Strategy and a similar initiative in New York City, and encourages shoppers to experience London's finest retail venues in a different way. It created a fun showcase for the Regent Street shopping experience, when shoppers were able to enjoy the open space, relaxed atmosphere and cleaner air.

On Sunday, garden lovers came to look for inspiration for their own gardens, learn about creating a greener London, relax in the pop-up gardens created by award winning landscape designers Annie Guilfoyle and Rachel Parker-Soden, find out more about the Regent Street bees and simply to enjoy the green space in the heart of London's West End.

Sunday was the last of four greatly successful traffic-free days throughout July, making Regent Street an interactive and enjoyable experience for residents and visitors within a traffic free environment. The garden theme followed previous Sunday theme, action and play, sensory perception and fashion. One of the many highlights was The Street is My Catwalk, when Regent Street was transformed into a 100m catwalk with a panel of judges including Damien Whitmore, Director of Programming at the V&A, Caroline Rush, Chief Executive of British Fashion Council, Nick Carvell, Fashion Editor of GQ.co.uk, Jai'me Jan, Editor of BoyMeetsFashion.com, Paul Cavalier, Owner of Nevs Model Agency. Throughout the month shoppers have enjoyed yoga and Zumba classes, hula hooping and acrobatic performances.

With the street free from traffic and open to all, visitors made the most of their visit by downloading the free Regent Street Walking Tour iPhone app from the App Store, which takes users on a step-by-step guide of the famous architectural and historic features of the street.

Annie Walker, Director of the Regent Street Association, said: "The final traffic free Sunday was yet another triumph. The street came to life with all the wonderful plants, grasses and hedges giving it a totally different look and feel to that of the previous weeks. The greening created a chilled atmosphere for the ardent shoppers".

David McNeill, Director of Public Affairs & Stakeholder Engagement at Transport for London said: "We are delighted with the success of Summer Streets. Londoners and visitors alike got to enjoy a great traffic free experience on one of the London's most iconic streets, helping to further establish the West End as a world class shopping destination. The sun shone, the crowds came out and the transport system coped well. We look forward to supporting Summer Streets next year".

Di Robson, Creative Programmer of Summer Streets said: "We have had four fantastic Sundays in Regent Street with shoppers being amazed and astonished by world class acrobats, musicians, gardens, and catwalk in gorgeous summer sunshine. Summer Streets really showed us that extraordinary things can happen when you make the streets traffic free and encourages people to do something a little different".

**RegentStreetOnline.com**

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**Notes to Editors**

The Regent Street Association (RSA) and The Crown Estate (TCE), in collaboration with Westminster City Council (WCC), Transport for London (TfL) and the Mayor of London are organising "Summer Streets", when Regent Street will operate traffic-free for four consecutive Sundays in July 2013.

This provides a unique opportunity for pedestrians to experience London without the noise and pollution caused by traffic. The intention is to encourage visitors to walk to Regent Street and for them to enjoy the cleaner air and open space, and a relaxed shopping experience.

The Regent Street retailers embraced this garden theme by having wheelbarrows outside their stores planted to their specific design. America's favourite Anthropologie brought their iconic living wall outside for the day and the ICEBAR BY ICEHOTEL in Heddon Street will create a special Ice Sculpture to celebrate the occasion. Other activities on the day will include Poetry Takeaway, with 'Poetry Chefs' who gave out free poems to members of the public, hula hoop workshops, stunning acrobats, a live jazz band, food, games and workshops for children such as 'Tiny Games' and Toddle in the City.

### **Pop-up garden – Creative Landscapes**

#### **'It's in the bag...' Pop up gardens appear on Regent Street**

RHS Chelsea Flower Show silver medalist, landscape designer, writer and Director of KLC School of Garden Design **Annie Guilfoyle** works with her recent KLC Garden Design graduates Katharina Nikl and Rachel Parker-Soden to create sensational pop gardens for Regent Street's Summer Streets event this Sunday. 'Chelsea Flower Show has the luxury of one month's build up but we have the grand total of two hours!' says Annie who has selected two of her top graduates to work with her on this exciting event. Real turf with towering perennials and grasses will be focus of Annie and Katharina's garden called 'It's in the bag' - where shoppers can sit and chill surrounded by stunning summer plants. Rachel Parker-Soden is bringing her award-winning 'Bee-friendly garden' fresh from Hampton Court Flower Show where she was awarded the prestigious Best Small Exhibit by the Royal Horticultural Society. Time may be limited to build these gorgeous gardens but visitors will have all afternoon to enjoy them and maybe take away ideas and plants for their own gardens!

Retailers along the street have joined in the horticultural fun by planting up barrows of plants to decorate their stores.

For further information go to:

Annie Guilfoyle - [www.creative-landscapes.com](http://www.creative-landscapes.com)

Katharina Nikl - [www.katharinanikllandscapes.co.uk](http://www.katharinanikllandscapes.co.uk)

<http://www.rachelparkersoden.co.uk>

### **Pop-up Bee Friendly Garden**

#### **The 'Pop-Up' Bee Garden, Regents Street – Summer Streets, 28th July 2013**

Gardens are important for bees, in both the countryside and in our towns, providing a rich diversity of plants. Britain has lost over 90% of its wildflower meadows since 1930, and the effects of disease, headline hitting chemicals and a very long winter, has made the plight of our bees all the more urgent. With our gardens, balconies and roof terraces we can help join up the UK with suitable food sources and habitats for all our vitally important bees. The 'Pop-Up' Bee Garden is a haven for pollinators, bursting with ideas to entice bumble, honey and solitary bees with nectar and pollen rich plants and to keep them local, there's a host of accommodation options! Haven't got space for a wildflower meadow? The garden features chic thrifty ideas for even the most 'bijou' garden that you'll be inspired to try at home to keep the sound of summer buzzing.

### **Rachel Parker Soden Design**

Rachel Parker Soden is an award-winning creative Surrey based garden designer, creating unique and beautiful yet practical external spaces that enhance lifestyles, for both private and commercial clients. Rachel qualified with distinction from the prestigious KLC School of Design in late 2012.

#### **Awards**

RHS – Highly Commended and Winner of Best Small Show Feature

The Bee Garden, Hampton Court Palace Flower Show, 2013

KLC – Marcus Barnett Award for Design and Creativity 2012

KLC – Conceptual Garden Project Award

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