



**Pictorial
Meadows**



**the
green
estate**

**COMMUNITY
INTEREST
COMPANY**



Owen Hayman, Horticulture Innovation Manager



**Pictorial
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Owen Hayman, Horticulture Innovation Manager

- Green Estate and Pictorial Meadows; Who are we and how did we get here?
- What is a Pictorial Meadow?
- Annual seeds
- Perennial seeds
- PM Meadow turf
- Consultation
- Case studies
 - Nottingham Trent University
 - University of Warwick
 - Glasgow MegaFlora

Manor Estate, Sheffield

“The worst estate in Britain”

Roy Hattersley, M.P. 1995



Manor Fields Park





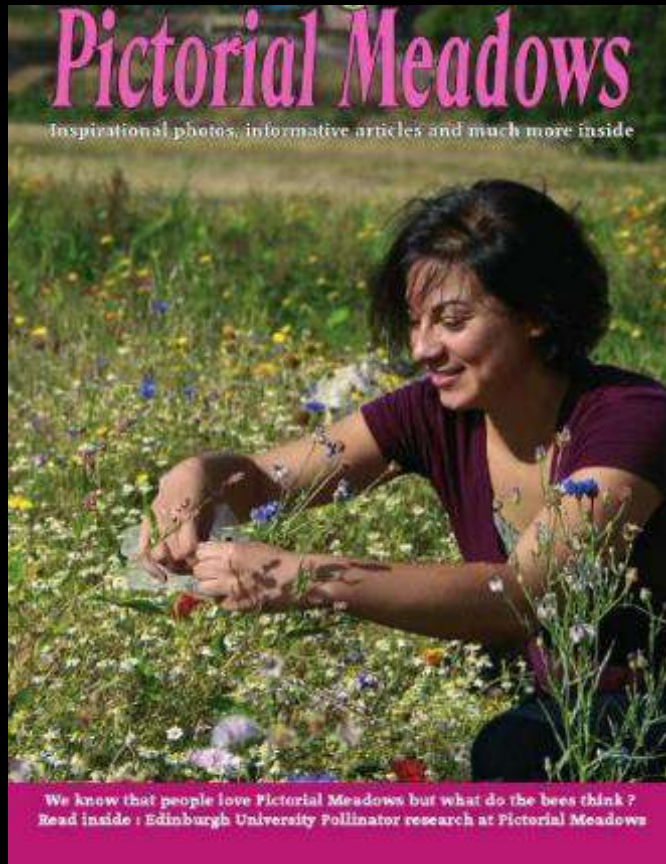
2003 Green Estate buy majority share of Pictorial Meadows from Professor Nigel Dunnett



Prof. Nigel Dunnett
Professor of Planting Design and Vegetation Technology



Sue France
CEO of Green Estate CIC, 1999-2022

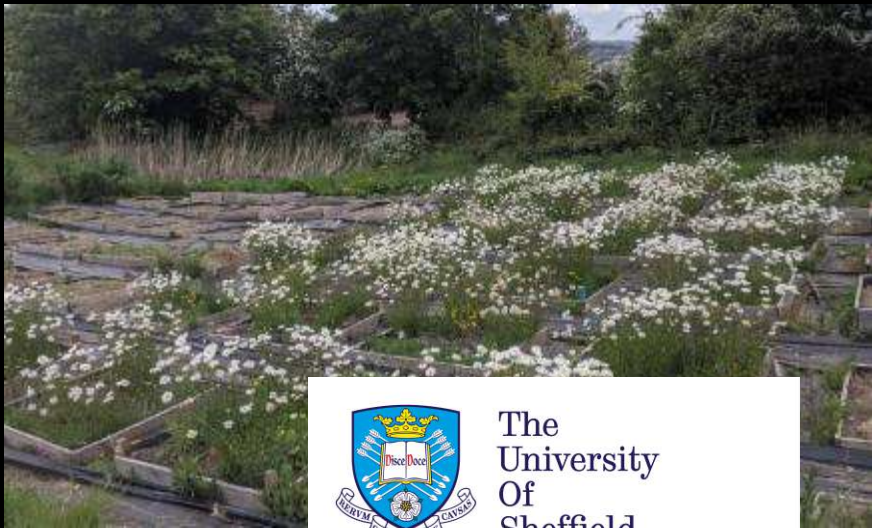


200 hectares 'cleared sites' contract





Professor James Hitchmough



The University
Of Sheffield.

Current Position

£3.1m turnover

65-70 staff

40+ volunteers

42 hectares urban greenspace

20 on-site community enterprises

40,000+ site visits including 5k GCSE students, 50 weddings

Customers - UK and 3 EU countries

Kings Award for Enterprise in Sustainable Development 2023

10 years Green Flag Award

British Chambers of Commerce, Green Innovation Business of the Year Award 2024

British Chambers of Commerce, Winner of Winners 2024

Products and services

Nature-Based Solutions

- Pictorial Meadows seeds, annual and perennial
- Pictorial Meadows turf
- Green Recycling
- Specialist soils
- Meadow making and management
- Planting design, supply, install and maintenance
- Parks and greenspace management
- Consultancy

Heritage and Nature Visitor Experience

- Schools and education
- Venue hire, weddings, events

Green and Resilient Communities

- Heritage and nature volunteering
- Allotments and food forest
- On-site community enterprise ecosystem



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Our mission is to grow green and resilient urban places where people and nature can thrive

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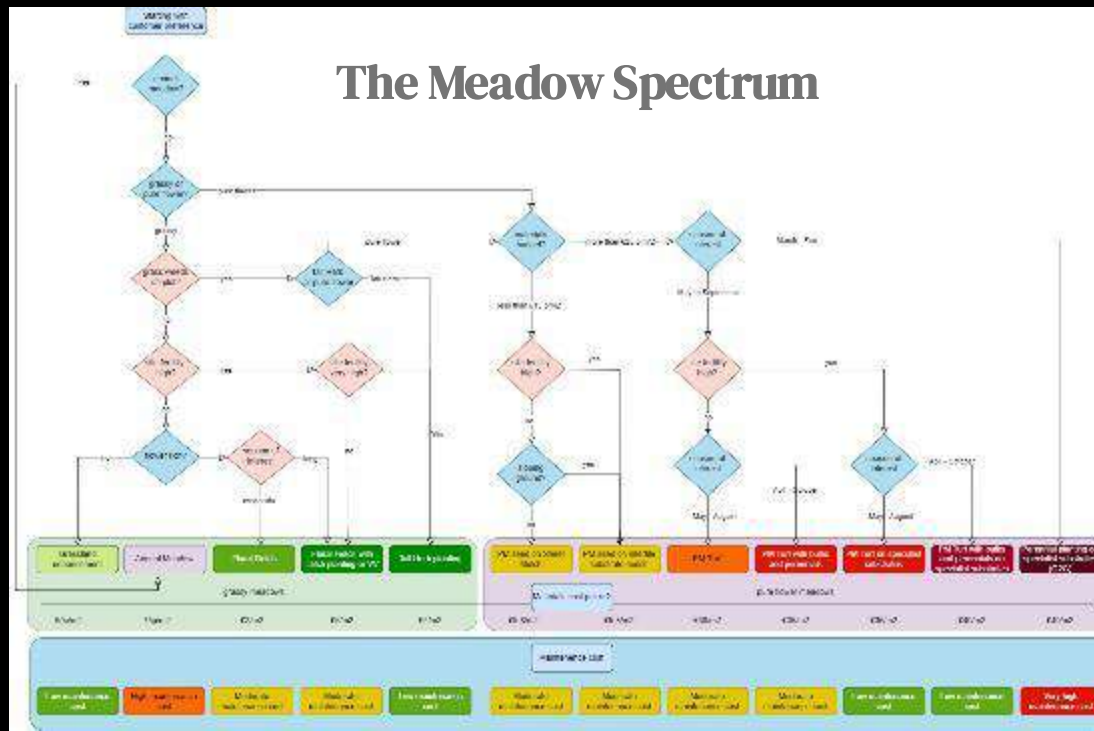
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Pictorial Meadows

What makes a Pictorial Meadow?



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Pictorial Meadows

High-impact designed mixes, inspired by nature

Sustainable meadow communities for a range of conditions

Native and non-native, for people and pollinators

Engaging, adaptive and resilient

Aimed at garden and urban settings



Pictorial Meadows

Our 'Designed Ecology' approach

- Ever-changing seasonal colour
- Early to late season flowering
- Sequential heights from low to tall
- Visually stunning
- Range of distinct mixes
- Robust, tried and tested

MEADOW MIX	Seeds per g (Nr)	Typical field establishment (%)	Desired plants/m2 (Nr)	g/seed/m2 to achieve this (Full rate)
Species 1	6000	30	22	0.01222222
Species 2	800	5	4	0.1
Species 3	400	15	4	0.06666667
Species 4	150	10	3	0.2
Species 5	1000	15	15	0.1
Species 6	10000	10	5	0.005
Species 7	2100	20	22	0.05238095
Species 8	110	10	1	0.09090909
Species 9	450	10	5	0.11111111
Species 10	500	20	5	0.05
Species 11	300	10	3	0.1
Species 12	2000	30	5	0.00833333
Species 13	1400	30	10	0.02380952
Species 14	6000	15	5	0.00555556
Species 15	7000	20	4	0.00285714
Species 16	450	20	2	0.02222222
Species 17	1000	20	4	0.02
Species 18	1200	20	3	0.0125
Species 19	380	15	3	0.05263158
Species 20	280	20	5	0.08928571
Species 21	700	15	5	0.04761905
Species 22	1100	10	6	0.05454545
Species 23	420	5	1	0.04761905
Species 24	1400	20	5	0.01785714
Species 25	1400	15	5	0.02380952
Total			152	1.31693533



Pictorial Meadows Seed

The 'Vibrant' Annuals and 'Biodiversity Rich' Perennials seed mix ranges, providing high visual, ecological, and resilient planting.



www.pictorialmeadows.co.uk

Vibrant Annuals

- 06 PA01 Classic Ever changing long flowering impact
- 07 PA02 Pixie Long flowering but shorter varieties
- 08 PA03 Sundance Hot oranges yellows and reds
- 09 PA04 Aqua Cool blues, purples and whites
- 10 PA05 Pastel Long season pinks, reds and whites
- 11 PA06 Patriotic Strong red, white and blues
- 12 PA07 Candy Long season with mixed colours
- 13 PA09 Dragonfly Dramatic, darker colours, red and deep purple
- 14 PA10 Kingfisher Contrasting blue, orange and white
- 15 PA11 Cornfield Best British Native only seed mix



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PM Annuals: Superbloom at the Tower of London



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PM Annuals: Classic Annuals at St Mary's University, Twickenham



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PM Pastel Annuals at Strathclyde Country Park



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PM Pastel Annuals at Chatsworth House and Gardens



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PM Classic Annuals in Rotherham's nine-mile River of Flowers



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Vibrant Annuals

- One year display
- Rapid growth, flowers within 6 weeks
- Cheap, easy, reliable
- A useful introduction to meadow style planting
- Great for winning 'hearts and minds'
- Lots of community engagement and positive feedback
- Temporary, 'meanwhile landscapes'
- Around 200 plants per m²
- 100% flowers
- Perform on most soil types
- Long flowering
- Easy to cut down in autumn or winter
- Repeat annually, 3 years on the same site

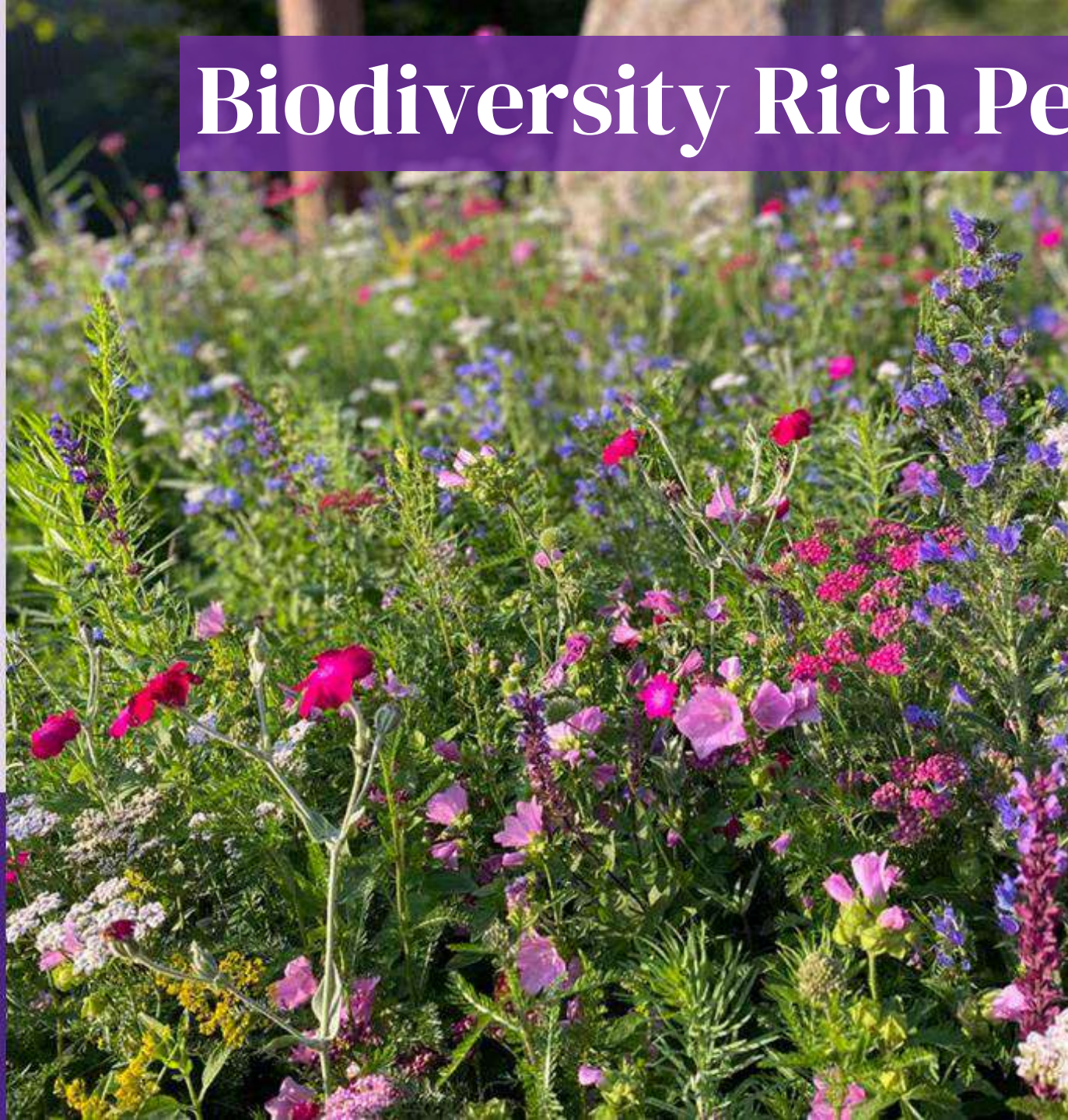




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Biodiversity Rich Perennials



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Biodiversity Rich Perennials



Best for normal, heavier and variable fertility soils:

- 20 PS01 Turkish Delight Very long season flowering
- 21 PS02 Moody Blues Cool colour themed display
- 22 PS03 Woodland Edge For semi shade and early flowering impact
- 23 PS04 Water's Edge Robust periodic wetland and damp clay soils
- 24 PS05 Native Meadow British Native species only

Best for lower fertility, free draining soils, offering more drought resilience:

- 25 PS06 Persian Carpet Dainty with very long season flowering
- 26 PS07 Tuscan Hills Mediterranean style flowers
- 27 PS08 Cottage Garden A colourful, reliable mix for very low fertility including crushed brick



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Cottage Garden PM Perennial Seed at Hilldrop, Essex



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Tuscan Hills PM Perennial Seed at Hilldrop, Essex

Pictorial Meadows Perennial Seeds on recycled aggregates and brownfield sites



Hilldrop, Essex
John Little Grass Roof Company



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Cottage Garden PM Perennial Seed at Hildrop, Essex



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Cottage Garden PM Perennial Seed at Hilddrop, Essex

Technique

- Clear vegetation or lay biodegradable geotextile
- Lay out aggregates
- Grade site or create landforms
- Incorporate bulbs
- Sow seed in autumn
- Irrigate in first spring if needed





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Cottage Garden PM Perennial Seed at Hildrop, Essex



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Cottage Garden PM Perennial Seed at Hilldrop, Essex

Pictorial Meadows Perennial Seeds

on recycled aggregates and brownfield sites

- Relatively weed-free surface mulch
- Slower to establish = more diverse in long-run
- Low fertility = high diversity, less weedy, long-term solution
- Shorter, finer = less green waste, lower maintenance
- ‘Design’ with substrates, overseed, let the plants find their niche
- Use local aggregates and subsoils
- Avoid importing fertile topsoil



Pictorial Meadows Seed

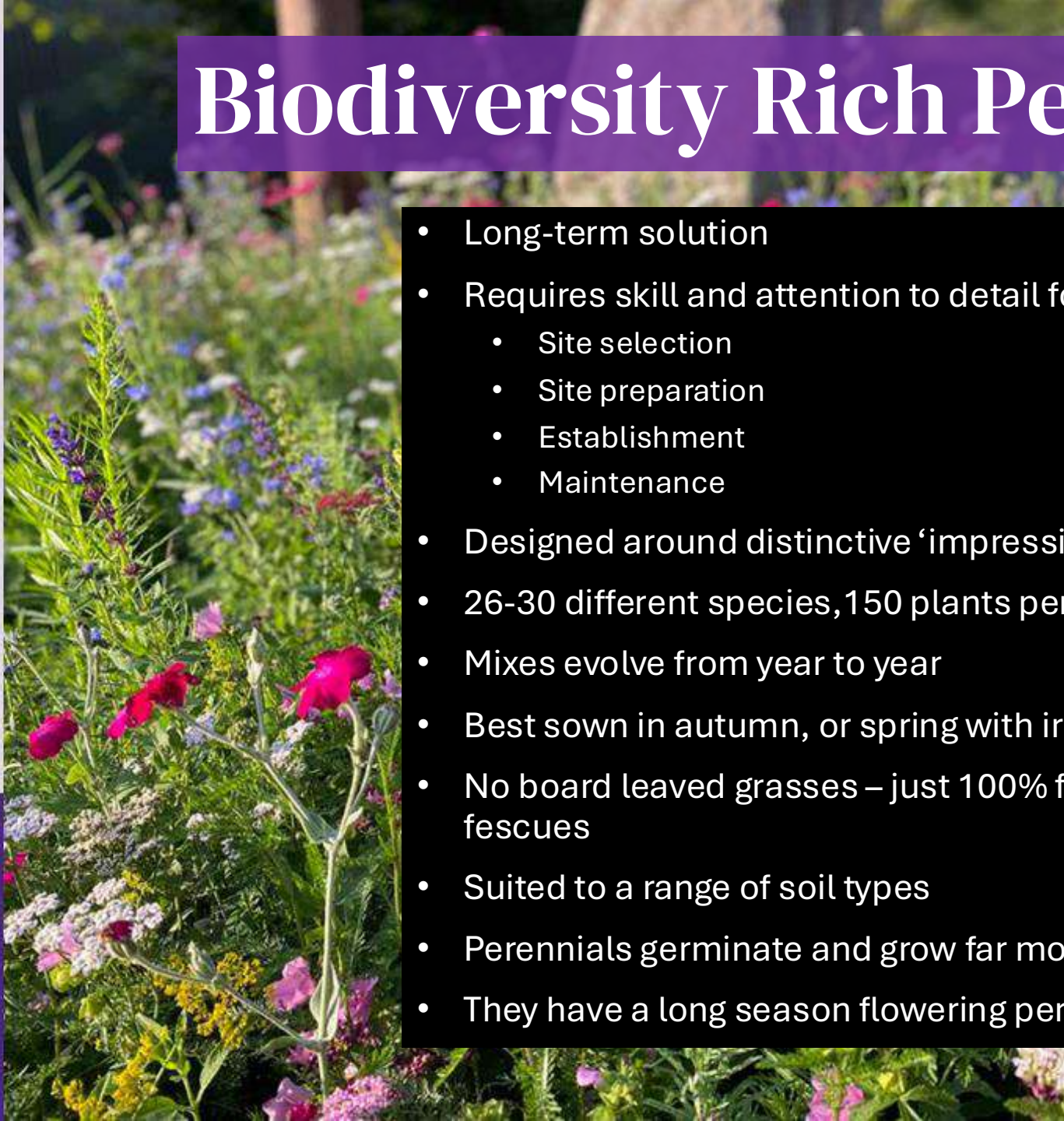
The 'Vibrant' Annuals and 'Biodiversity Rich' Perennials seed mix ranges, providing high visual, ecological, and resilient planting.



www.pictorialmeadows.co.uk

Biodiversity Rich Perennials

- Long-term solution
- Requires skill and attention to detail for
 - Site selection
 - Site preparation
 - Establishment
 - Maintenance
- Designed around distinctive 'impressionistic' colours
- 26-30 different species, 150 plants per m²
- Mixes evolve from year to year
- Best sown in autumn, or spring with irrigation
- No broad leaved grasses – just 100% flowers, or a few fine fescues
- Suited to a range of soil types
- Perennials germinate and grow far more slowly than annuals
- They have a long season flowering period





Very weedy site?
Try the “Annuals and Review” approach

Step 1: Annuals for 3 years – thoroughly controls perennial weeds and leaches nutrients, but accumulates annual weeds

Step 2: Then sow the perennials, regular establishment cuts through the first year control any annual weeds

Result: Sown perennial meadow with minimal weed issues

Presenting Vibrant Verge

A designed perennial meadow with an extra long flowering period, by **JUB Holland** and **Pictorial Meadows**.



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Presenting Vibrant Verge

A designed perennial meadow with an extra long flowering period, by JUB Holland and Pictorial Meadows.



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VV02 Shady Vibrant Verge

Core species, colours and key flowering period

	F	M	A	M	J	J	A	S
<i>Achillea millefolium</i>								
<i>Achillea millefolium</i> Cerise Queen								
<i>Aquilegia vulgaris</i>								
<i>Bellis perennis</i>								
<i>Bellis perennis</i> Pomponette Rose								
<i>Cordylis</i> Beth Evans								
<i>Crocus</i> Ruby Giant								
<i>Chionodoxa luciae</i>								
<i>Centaurea cyanus</i> alba								
<i>Digitalis purpurea</i> Apricot								
<i>Digitalis purpurea</i> Alba								
<i>Eranthis cilicica</i>								
<i>Fritillaria meleagris</i> mix								
<i>Galium verum</i>								
<i>Geum</i> Mrs Bradshaw								
<i>Geranium pratense</i>								
<i>Hesperis matronalis</i> Mixed								
<i>Hypericum perforatum</i>								
<i>Knautia arvensis</i>								
<i>Leucanthemum vulgare</i>								
<i>Linum rubrum</i>								
<i>Lunaria biennis</i>								
<i>Myosotis sylvatica</i>								
<i>Nardissus</i> Topolino								
<i>Ornithogalum nutans</i>								
<i>Papaver</i> Shirley Hybrids								
<i>Polemonium caeruleum</i>								
<i>Scilla siberica</i>								
<i>Silene dioica</i>								
<i>Salvia nemorosa</i>								
<i>Valeriana officinalis</i>								

All colours are an indicative guide only.

Look out for these distinctive species:



A: *Fritillaria meleagris* Mix, B: *Digitalis purpurea* Alba, C: *Lunaria biennis*, D: *Polemonium caeruleum*, E: *Ornithogalum nutans*

Get in touch with our UK sales representatives:

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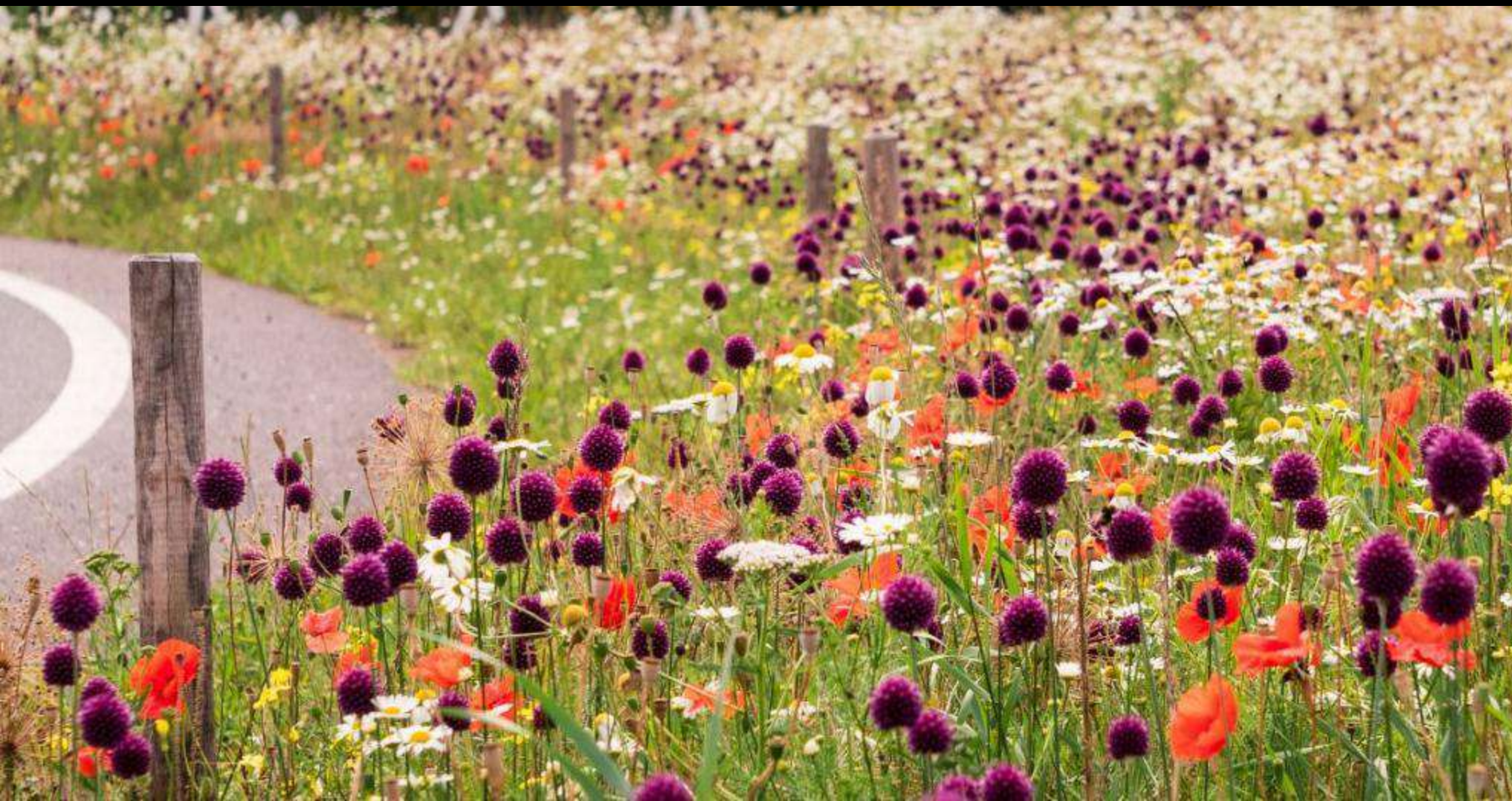
www.thevibrantverge.co.uk

Presenting Vibrant Verge

A designed perennial meadow with an extra long flowering period, by JUB Holland and Pictorial Meadows.



**Pictorial
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VV01 Sunny Vibrant Verge

Core species, colours and key flowering period

	F	M	A	M	J	J	A	S
Achillea millefolium								
Anthemis tinctoria								
Allium Purple Rain								
Allium sphaerocephalon								
Bellis perennis Monstrous Red								
Camassia leichtlinii caerulea								
Centaurea cyanea Standard Mix								
Cereopsis tinctoria								
Cereopsis lanceolata								
Crocus large flowered mix								
Daucus carota								
Dianthus carthusianorum								
Echium vulgare								
Eschscholtzia californica								
Gypsophila elegans								
Gaillardia aristata								
Hesperis matronalis								
Linaria maroccana								
Leucanthemum vulgare								
Linaria vulgaris								
Malva moschata								
Malva sylvestris zebрина								
Lavatera trimestris								
Linum perenne								
Lunaria annua								
Lychmis coronaria								
Myosotis sylvatica								
Muscari latifolium								
Narcissus Botanical Mix								
Narcissus poeticus Recurvus								
Oenothera biennis								
Origanum vulgare								
Silene aemula Electra								
Tulipa sylvestris								
Tulipa turkestanica								
Tulipa clusiana Mix								
Verbascum nigrum								
Veronica spicata								

All colours are an indicative guide only.

Look out for these distinctive species:



A: Camassia leichtlinii caerulea, B: Malva sylvestris zebрина, C: Linum perenne, D: Tulipa turkestanica, E: Veronica spicata



Pictorial Meadows Turf

The Adaptive and Resilient Range
providing high visual, ecological
and robust planting



www.pictorialmeadows.co.uk



Best for normal, heavier and variable fertility soils.

04 PT01 Treasure Chest

A very long season, drought resistant, flower-filled meadow.

05 PT02 Purple Haze

A beautiful long season, cool colour themed meadow.

06 PT03 Woodland Fringe

Best for semi-shade to full sun, heavier, moister soils and for a strong spring impact.

07 PT04 Pollinator Verge

Our lowest growing mix with some salt tolerance and for dry, free draining bioswales.

08 PT05 Rain Garden

An ornamental meadow for rain gardens, pond edges, periodic wet and damp clay soils **GROW TO ORDER ONLY**

Best for lower fertility, free draining soils, offering more drought resilience.

09 PT06 Patchwork Quilt

A dainty, very long season, flower-filled meadow, predominantly European and UK species.

10 PT07 Indian Summer

A Prairie style meadow with some great late season impact.

11 PT08 Super Pollinator

A Steppe style meadow with bolder form and foliage and some super charged pollinators.

12 PT09 Botanical Skyline

Perfect for green roofs, gravel edges and very dry, shallow light soils.

HOW TO ORDER: By phone **0114 267 7635** or enquire through the website **www.pictorialmeadows.co.uk**



Pictorial Meadows Turf

The Adaptive and Resilient Range
providing high visual, ecological
and robust planting



www.pictorialmeadows.co.uk

- Long-term, pre-grown
- Rapid and reliable perennial meadow
- Easy to specify and cost
- Quick and easy to deliver and install
- Higher weed resistance
- Lay anytime, autumn-winter is ideal
- Establishes very quickly, may flower within weeks
- Very long season flowering
- Proven successful now for over 15 years
- Cheaper than pot planted schemes
- Plant densities of around 150 plants per m²
- Great on challenging sites - slopes, banks



Meadow turf production, supply and installation



PT02

Purple Haze

NORMAL FERTILITY SOILS

Cool colour perennial meadow

A robust and reliable colour themed designer meadow ideal for most landscape and garden situations. 31 different flowering perennial species carefully formulated to create densities of over 150 plants per metre.

Preferred moisture range — Tolerance for drought stress and moderate seasonal waterlogging.

Shade tolerance — Best in full sun with some semi-shade tolerance.

Colour theme — A cool and subtle colour palette with whites, blues and purples.

Height details — Generally considered medium height with taller emergence.



Core species, colours and flowering period

	M	A	M	J	J	A	S
Alcea malviflora nigra							
Achillea millefolium							
Achillea millefolium Summer Pastels							
Aquilegia vulgaris							
Aster amellus							
Betonica officinalis							
Campanula persicifolia							
Centaurea nigra							
Centaurea scabiosa							
Daucus carota							
Delphinium grandiflorum							
Digitalis purpurea							
Echinacea purpurea							
Echium vulgare							
Eryngium planum							
Geranium pratense							
Hesperis matronalis							
Knautia arvensis							
Leucanthemum vulgare							
Linum perenne							
Lythrum salicaria							
Malva moschata							
Myosotis sylvatica							
Origanum vulgare							
Polemonium caeruleum							
Prunella vulgaris							
Salvia nemorosa							
Sanguisorba officinalis							
Scabiosa columbaria							
Teucrium chamaedrys							
Veronica spicata							

All colours are an indicative guide only.

Look out for these distinctive species:



A: Aquilegia vulgaris, B: Centaurea scabiosa, C: Origanum vulgare, D: Polemonium caeruleum, E: Veronica spicata

TO ORDER: 0114 267 7635 or www.pictorialmeadows.co.uk

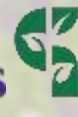
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Purple Haze

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NORMAL FERTILITY SOILS



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PT02

Purple Haze

NORMAL FERTILITY SOILS

✓ Suitable for SuDS



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PT02

Purple Haze

NORMAL FERTILITY SOILS

✓ Suitable for SuDS



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NORMAL FERTILITY SOILS

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Colour theme — A cool and subtle colour palette with whites, blues and purples.

Height details — Generally considered medium height with taller emergence.



Core species, colours and flowering period

	M	A	M	J	J	A	S
Alcea malviflora nigra							
Achillea millefolium							
Achillea millefolium Summer Pastels							
Aquilegia vulgaris							
Aster amellus							
Betonica officinalis							
Campanula persicifolia							
Centaurea nigra							
Centaurea scabiosa							
Daucus carota							
Delphinium grandiflorum							
Digitalis purpurea							
Echinacea purpurea							
Echium vulgare							
Eryngium planum							
Geranium pratense							
Hesperis matronalis							
Knautia arvensis							
Leucanthemum vulgare							
Linum perenne							
Lythrum salicaria							
Malva moschata							
Myosotis sylvatica							
Origanum vulgare							
Polemonium caeruleum							
Prunella vulgaris							
Salvia nemorosa							
Sanguisorba officinalis							
Scabiosa columbaria							
Teucrium chamaedrys							
Veronica spicata							

All colours are an indicative guide only.

Look out for these distinctive species:



A: Aquilegia vulgaris, B: Centaurea scabiosa, C: Origanum vulgare, D: Polemonium caeruleum, E: Veronica spicata

TO ORDER: 0114 267 7635 or www.pictorialmeadows.co.uk

PT01

Treasure Chest

NORMAL & VARIABLE FERTILITY SOILS



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Treasure Chest

NORMAL & VARIABLE FERTILITY SOILS

✓ Suitable for SuDS



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PT06

Patchwork Quilt

LOWER FERTILITY. MORE DROUGHT RESILIENCE



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Weeding

1. Winter-spring, as growth starts
2. During summer, catch before seeding
3. Autumn-winter, after cut-back



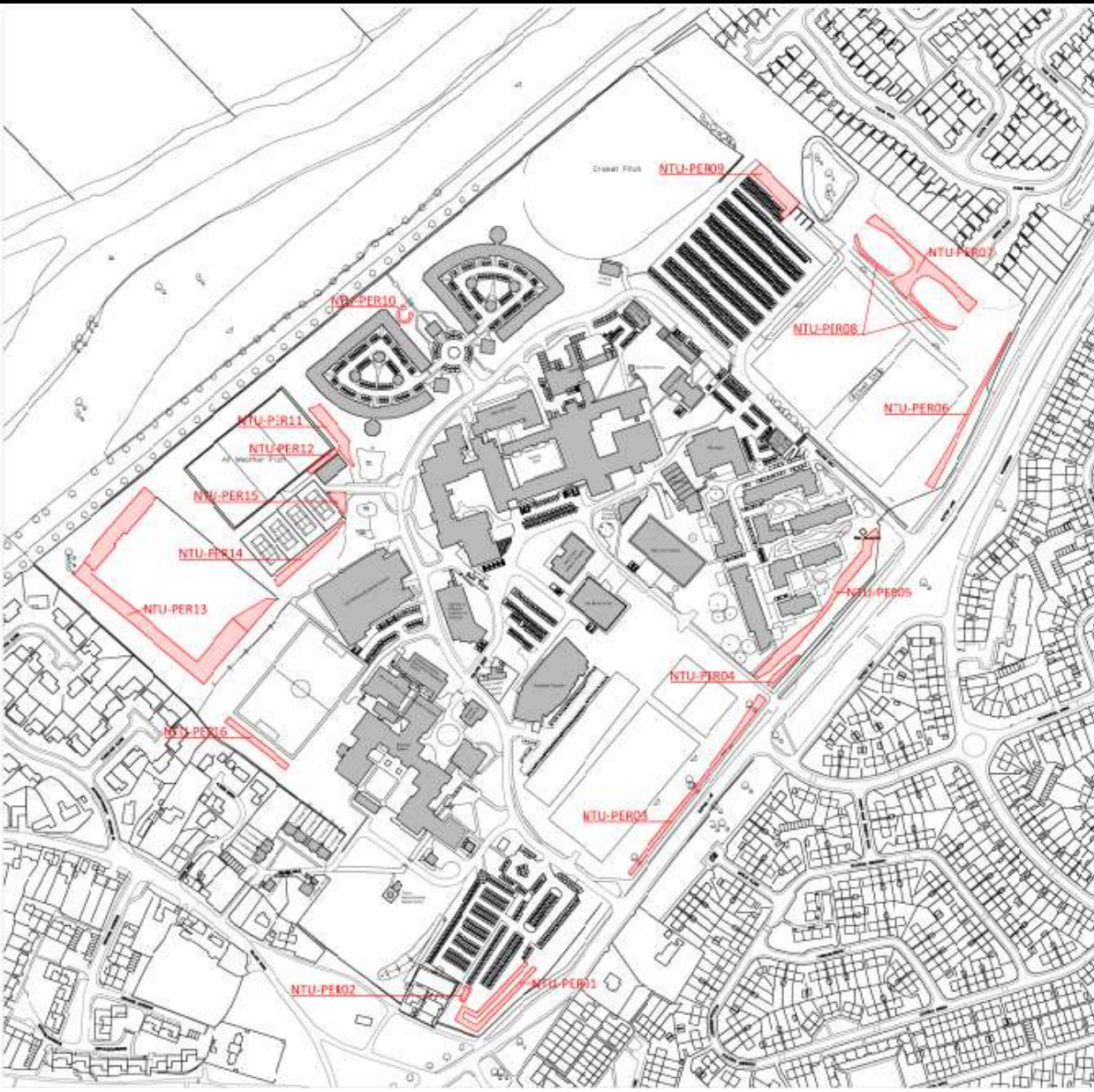
Cut and collect

- At least once a year, usually autumn or winter
- Cut higher, minimise disturbance
- Mid-season cut if flopped, or to encourage later re-flowering
- Prevent excessive amounts of leaves sitting over winter





Nottingham Trent
University





Turf laying, autumn 2014











10 year old Indian Summer, 2024



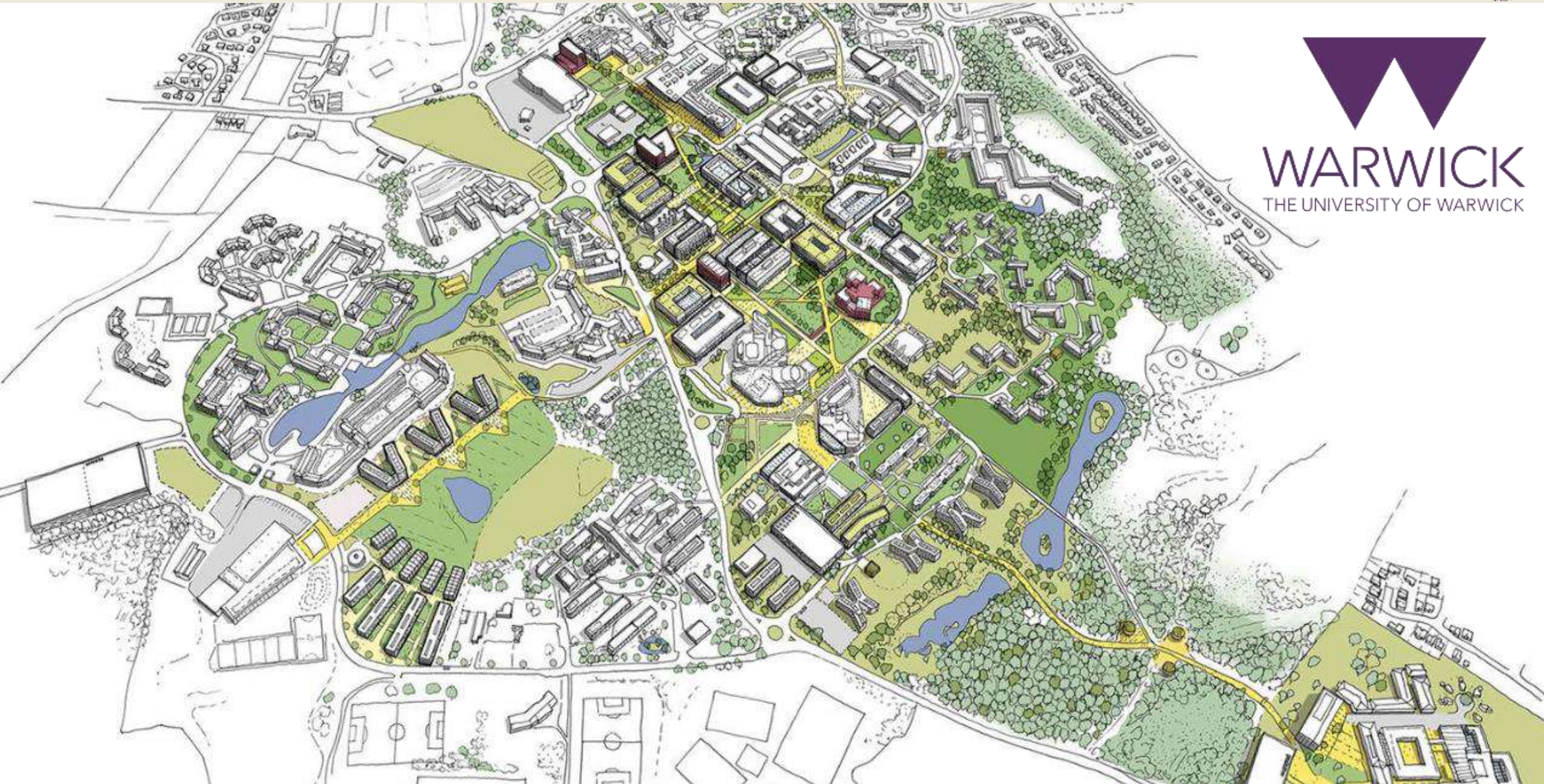
Buphthalmum salicifolium





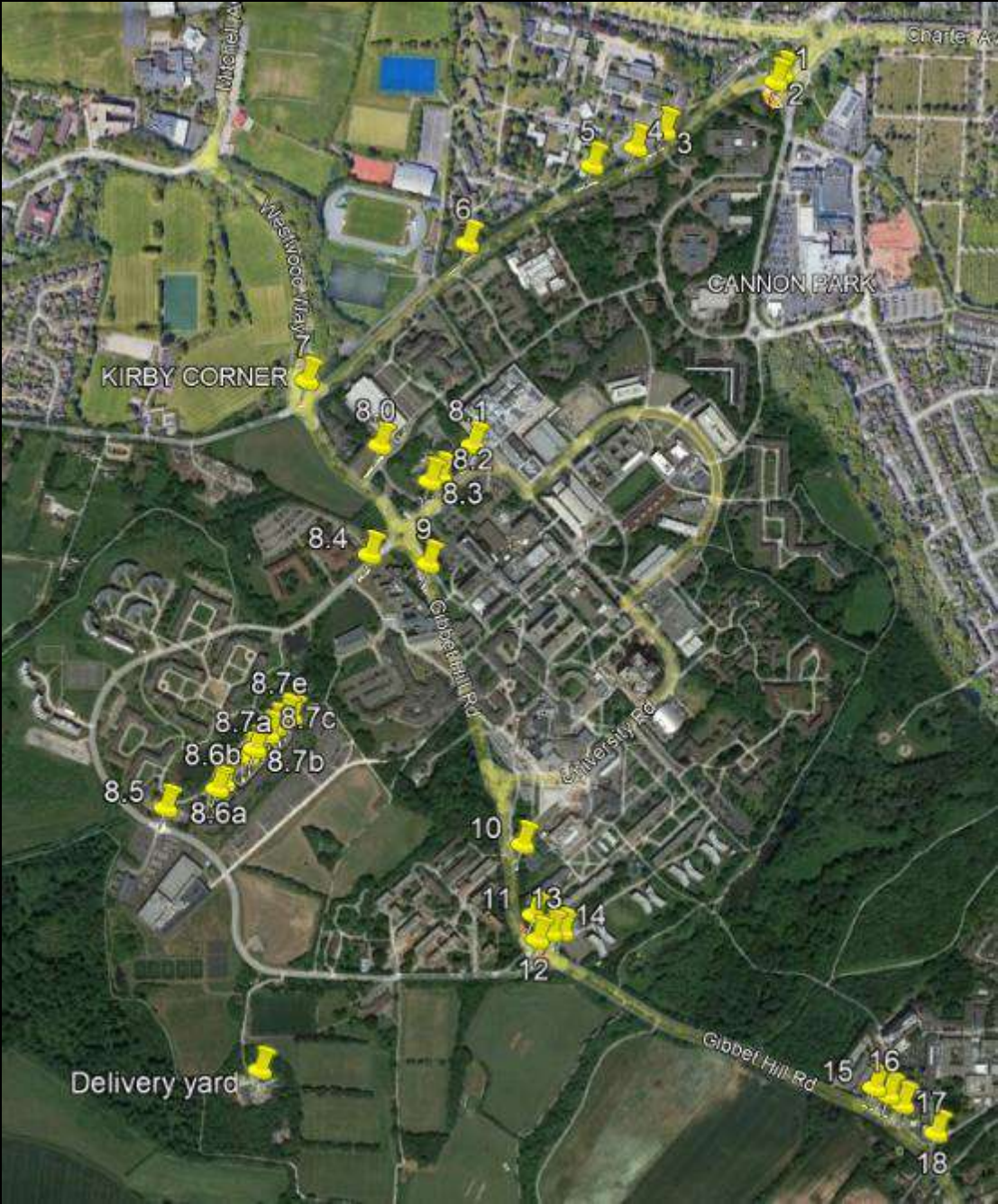
10 year old Woodland Fringe, 2024





WARWICK
THE UNIVERSITY OF WARWICK





Delivery	m2	Turf	Plot name	Plot area m2	Approx. no pallets
Delivery 1 Tues 7th Nov 7am	570	Treasure Chest	1	199	5.7
			2	360	10.3
	325	Woodland Edge	3	40	1.1
			4	60	1.7
			5	161	4.6
			6	58	1.7
	896				
Delivery 2 Weds 8th Nov 7am	282	Indian Summer	8	156	4.5
			8.4	120	3.4
			9	172	4.9
	452	Purple Haze	8.1	170	4.9
			8.2	27	0.8
			8.3	74	2.1
	143	Treasure Chest	8.6a	60	1.7
			8.6b	51	1.5
	876				
Delivery 3 Thurs 9th Nov 7am	310	Treasure Chest	8.7a	56	1.6
			8.7b	51	1.5
			8.7c	46	1.3
			8.7d	43	1.2
			8.7e	72	2.1
			8.7f	65	1.9
	373	Woodland Edge	10	73	2.1
			15	29	0.8
			16	51	1.5
			17	56	1.6
			18	5	0.1
	192	Patchwork Quilt	11	188	5.4
			12	124	3.5
			14	28	0.8
	875				









PM Woodland Fringe Turf in spring



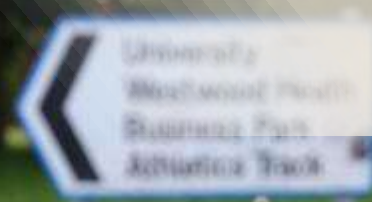
PM Woodland Fringe Turf in spring





PM Purple Haze Turf in early summer





PM Treasure Chest Turf in early summer

PM Indian Summer Turf in early summer









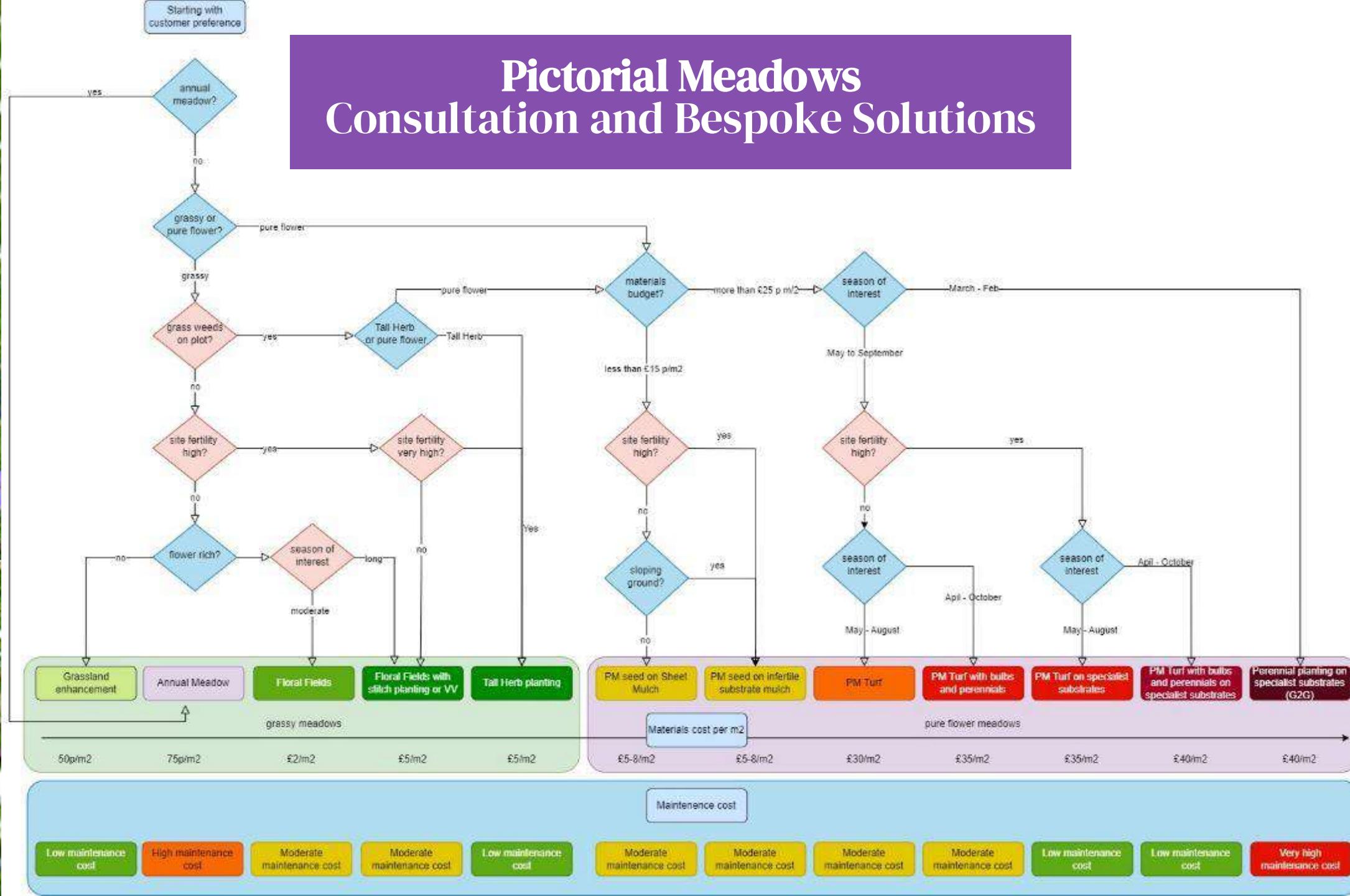


Pictorial Meadows Consultation and Bespoke Solutions

Tap into our team of...

- Landscape Architects
- Landscape Managers
- Horticulturists
- Machinery Experts
- **Consultation**
 - Site visit with client
 - Full written report
 - Site analysis, vegetation survey and soil analysis
 - Recommendations and proposals, including prices
 - Detailed advice for site preparation, establishment and maintenance
- **Collaborative meadow design**
- **Bespoke mixes** e.g colour themes, special events
- **Ongoing support and monitoring**
- **Training**, at your site or ours

Pictorial Meadows Consultation and Bespoke Solutions





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Glasgow MegaFlora



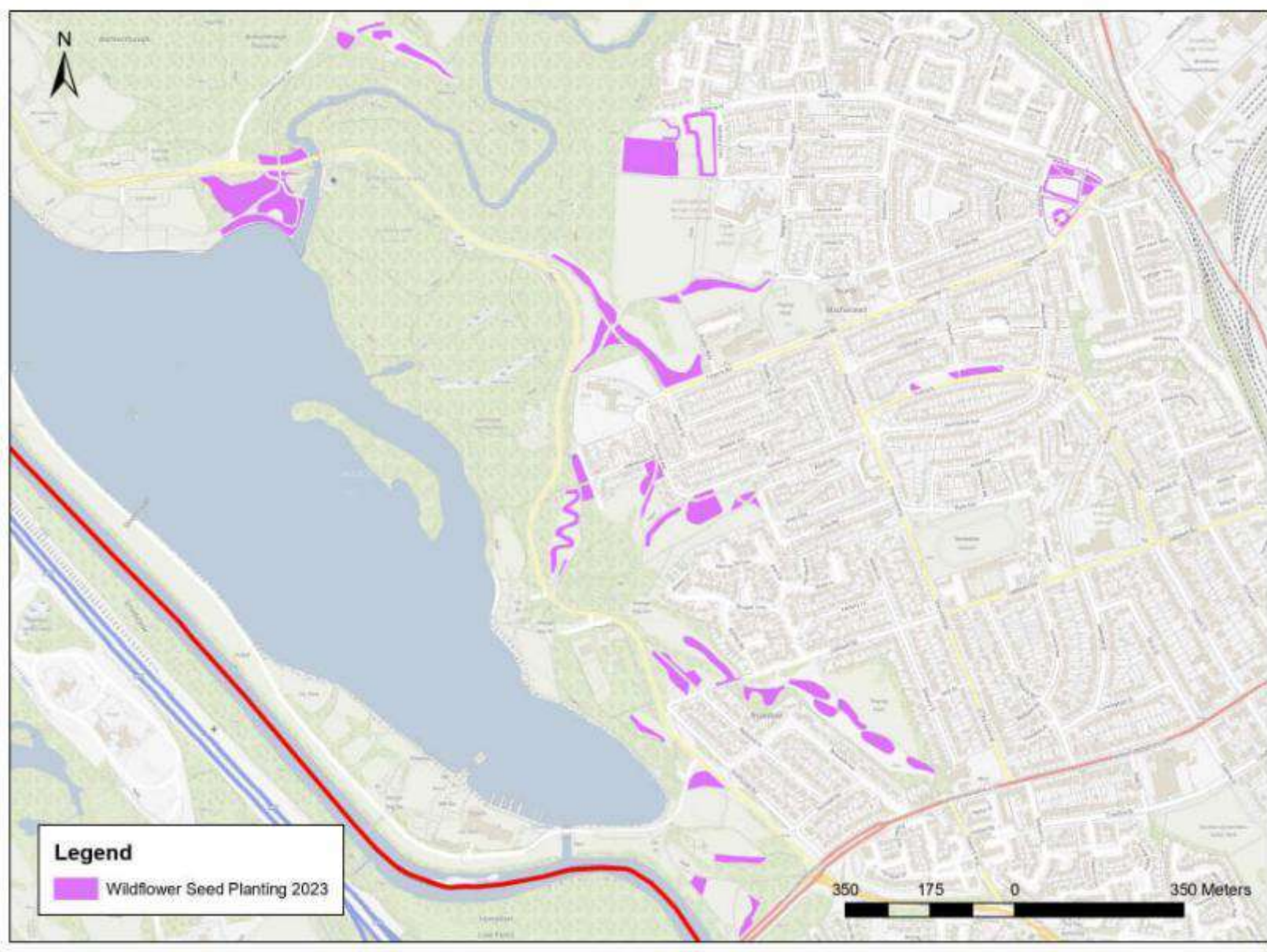
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21 hectares trial area

Aims

- Biodiversity
- Reduce carbon emissions
- More attractive environment
- Reduce grassland management costs

Green Estate CIC contracted for;

- Site investigation
- Trial and demonstrate a range of meadow styles and approaches
- Ground preparation
- Design, supply and planting of seeds, plants, bulbs
- Work with green space managers for long-term maintenance
- Project monitoring
- Estimate carbon and financial costs and benefits

Glasgow MegaFlora seeded meadows

15 bespoke seed mixes

- Native only
- Native + cornfield annuals
- Native + Pictorial Annuals
- Native + Pictorial Annuals + Pictorial Perennials
- 153 million seeds, over 7 hectares
- 100+ plant species
- 11,000 bulbs





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June



Poppy
Papaver rhoeas

Cornflower
Centaurea cyanus

Chamomile
Anthemis arvensis

















Glasgow MegaFlora: Community 'tall herb' planting



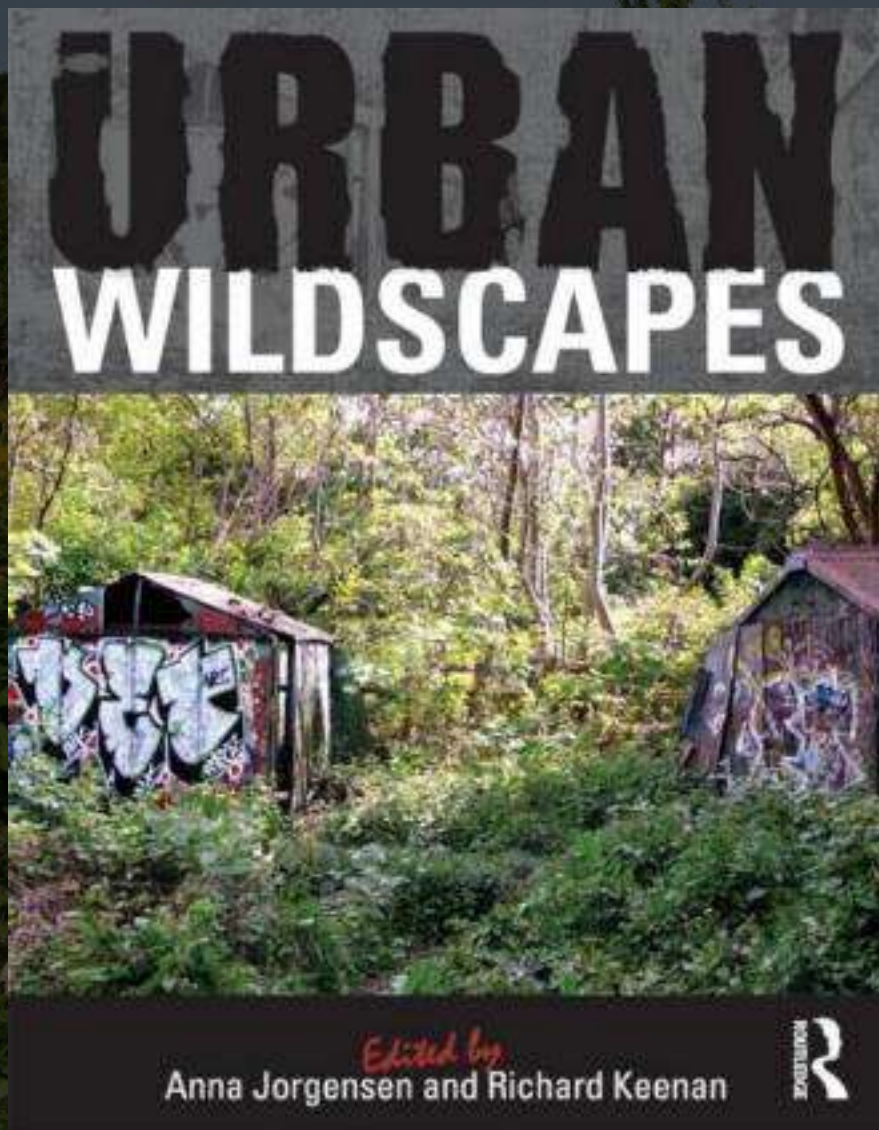
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Marian Tylecote and Nigel Dunnett,
2012.

**Enhancing Ruderal Perennials in
Manor Fields Park, Sheffield: A New
Park on the 'Bandit Lands' of Urban
Green Space Dereliction.**

In *Urban Wildscapes* (pp. 141-151).
Routledge.

Sheffield Landscape PhD student
2000-2006



Cephalaria gigantea



Cephalaria gigantea





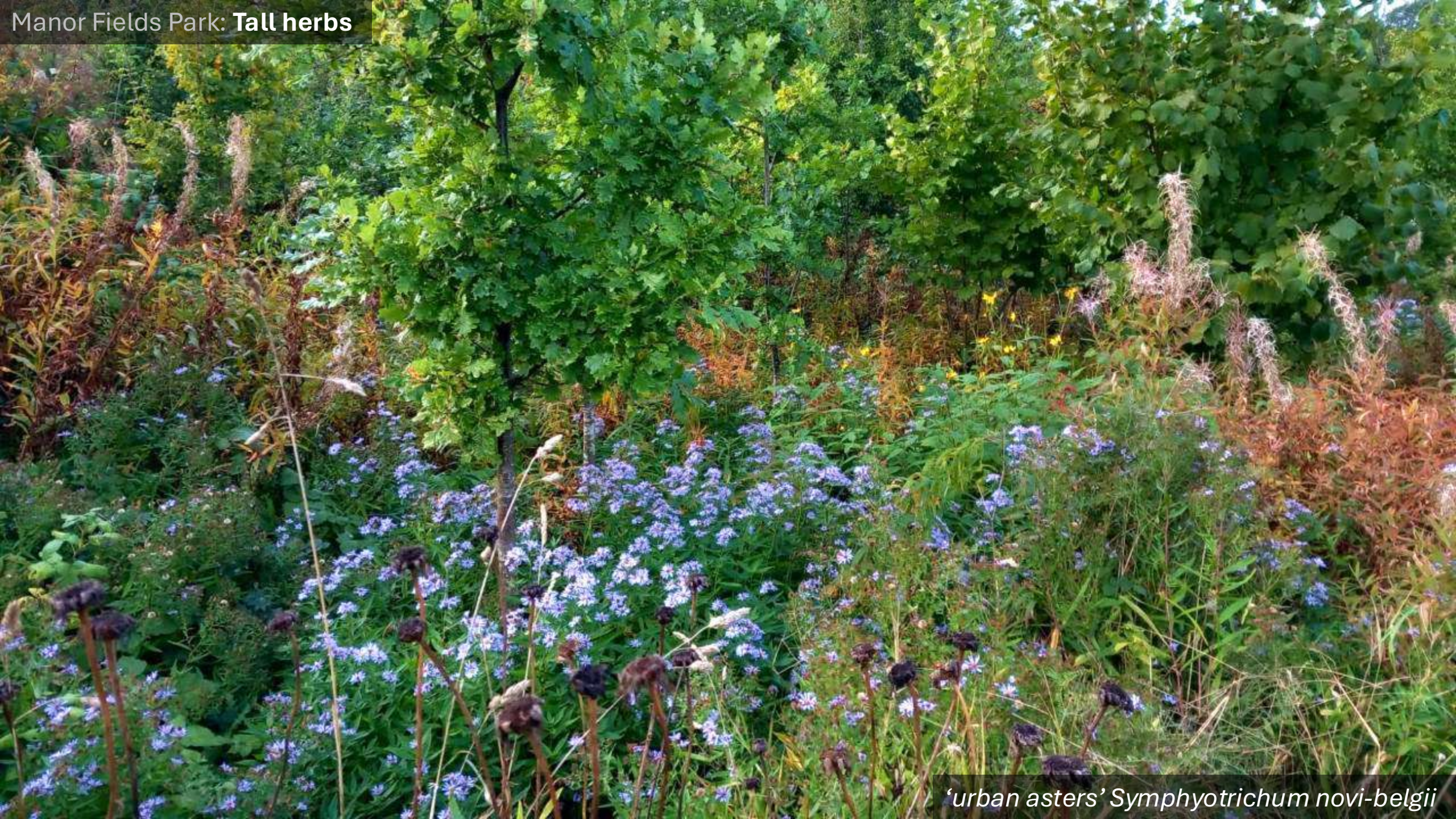
Persicaria polymorpha, *Helianthus tuberosus*







Echinops exaltatus, *Doellingeria umbellata*



'urban asters' *Symphyotrichum novi-belgii*

Glasgow MegaFlora: Cut and collect cost estimates

Cost						
	Slower machinery, more green waste			Faster machinery, less green waste		
Year	Tip on site	Remove	Remove & pay	Tip on site	Remove	Remove & pay
2024	£4,816	£7,188	£21,888	£3,398	£4,923	£14,373
2025	£6,421	£11,165	£40,565	£4,531	£7,581	£26,481
2026	£8,026	£17,515	£76,315	£5,664	£11,764	£49,564
2027	£7,223	£14,814	£61,854	£5,098	£9,978	£40,218
2028	£6,421	£13,063	£54,223	£4,531	£8,801	£35,261
2029	£6,421	£12,588	£50,808	£4,531	£8,496	£33,066
2030	£6,421	£12,114	£47,394	£4,531	£8,191	£30,871
2031	£6,020	£11,238	£43,578	£4,248	£7,603	£28,393
2032	£6,020	£11,238	£43,578	£4,248	£7,603	£28,393
2033	£6,020	£10,764	£40,164	£4,248	£7,298	£26,198
Avg annual cost	£6,381	£12,169	£48,037	£4,503	£8,224	£31,282
Avg/1000sqm	£91	£174	£686	£64	£117	£447

For comparison, the current average cost of current grass cutting is as follows;
14 cuts: £188/1000 sq m/year
7 cuts: £239/1000 sq m/year



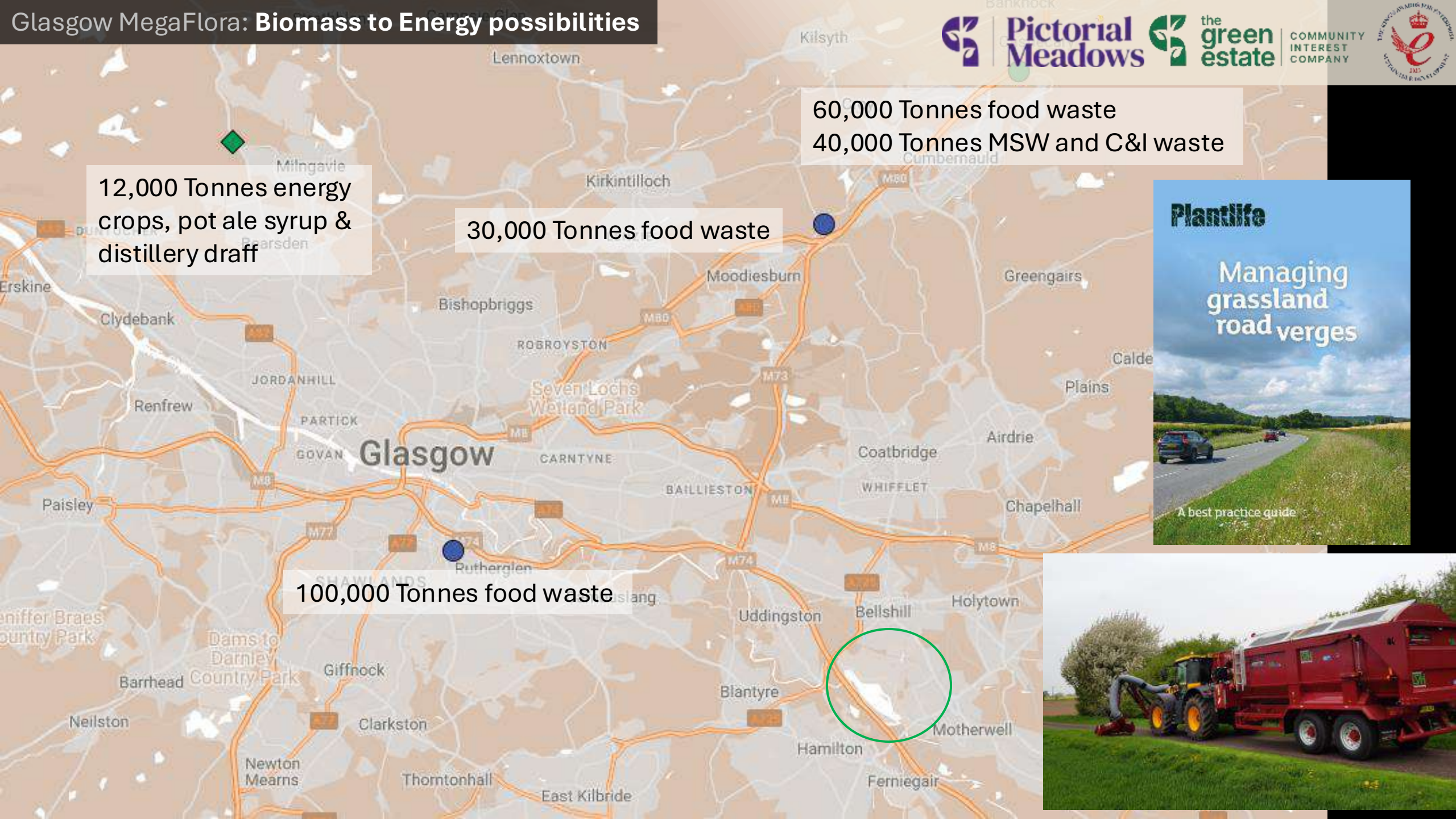
Glasgow MegaFlora: Biomass to Energy possibilities



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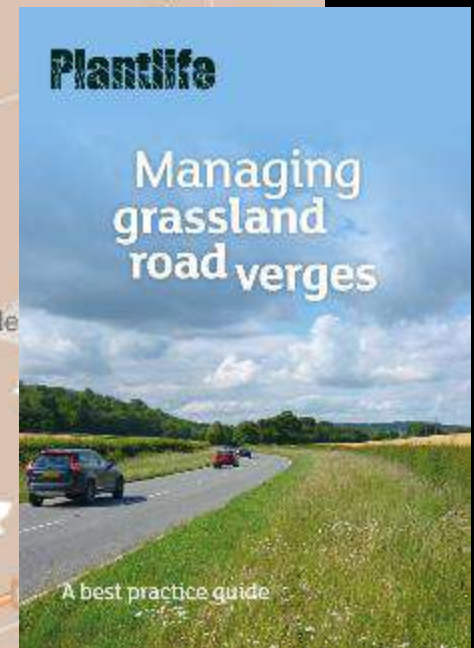


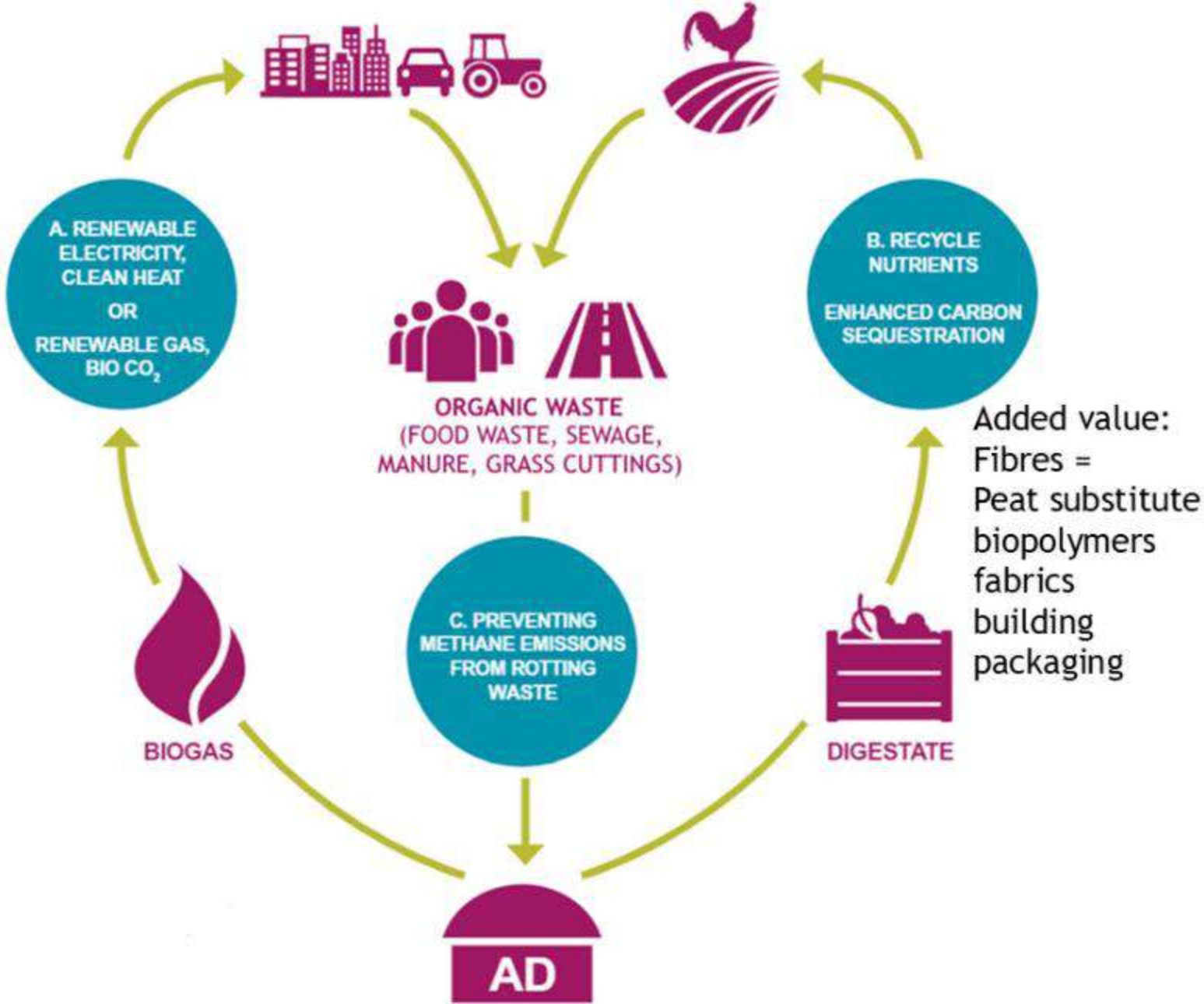
60,000 Tonnes food waste
40,000 Tonnes MSW and C&I waste

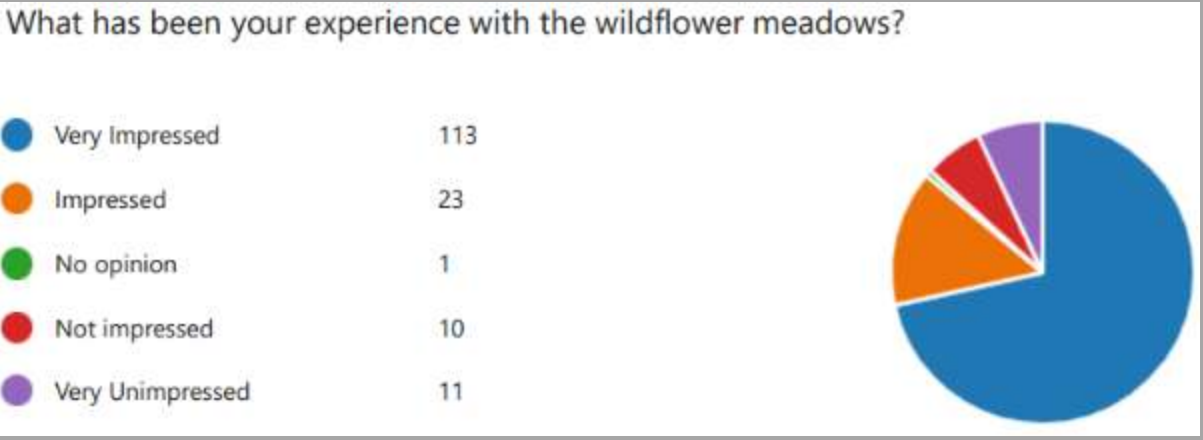
12,000 Tonnes energy
crops, pot ale syrup &
distillery draff

30,000 Tonnes food waste

100,000 Tonnes food waste







What has been your experience with the wildflower meadows?

Very Impressed	113
Impressed	23
No opinion	1
Not impressed	10
Very Unimpressed	11



Have you spent more or less time in this site as a result of the meadows?

More	61
Less	21
Same	76



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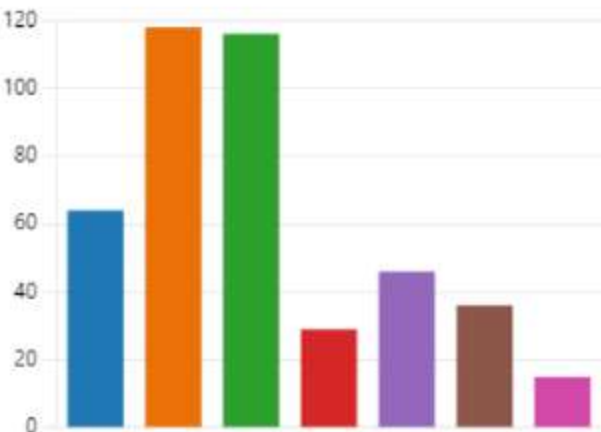
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What do you think are the most important factors in introducing more wildflower meadows?

Carbon capture - mitigate clima...	64
Providing vital shelter and food ...	118
Making the areas look more attr...	116
Improve the safety and cleanlin...	29
Improve educational opportunit...	46
Make financial savings.	36
Other	15



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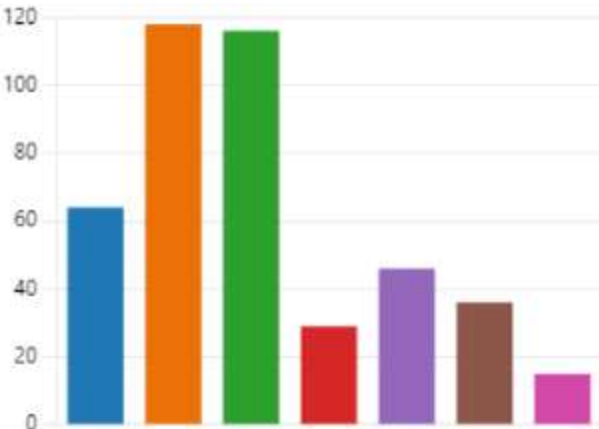
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Less	21
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Lovely flowers
bees and butterflies
loving
flower area
lovely
overgrown weeds
walk and see the wildlife
park
time
area
walk
wild flowers
looks
lovely area
feel
flowers
looks l

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proud of their own area
local residents
areas
Council
British meadows
imposition of a plan
local community
mental health
local
soil health
human health
Scuppering Parkrun
meadow



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Why choose Pictorial Meadows?

- 25 years experience
- Partnership with University of Sheffield's Landscape Department
- A 'one stop shop' for
 - Products – soils, seeds, meadow turf, plants
 - Professional meadow advice
 - Specialist meadow design
 - Meadow creation and management
- Designed for maximum flowering display
- Rigorous testing and quality control
- Most mixes are majority native, with some non-natives for
 - Longer flowering
 - Climate resilience
 - Increased biodiversity
- Widest range of meadow seed and meadow turf
- Invest in a social enterprise



We are experts and we would love to work with you



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