

The Official Guidebook To

"Unlock the Potential of Your Outdoor Space: How to Create the Garden of Your Dreams"



Hi, I'm Chris Bird, and I'm grateful you've decided to explore this information about bespoke gardens and outdoor spaces.



As the director of Avian Works, I've been in this industry for over 5 years, dedicating my time and skills to help homeowners transform their outdoor areas into beautiful, functional spaces. Over the years, I've realized that there are numerous misconceptions about bespoke gardens and outdoor spaces. That's why I've compiled this informative guide to help you make an informed decision when choosing a company to bring your dream garden to life.

Maybe you've tried to create your dream garden in the past, only to be disappointed by the results. You put in the time, money, and effort, but your garden still doesn't reflect your vision or meet your needs.

Maybe you've hired professionals before, but they failed to understand your unique vision and delivered a garden that didn't resonate with your personal style or lifestyle.

Or maybe you've even attempted to do it all by yourself, only to realize that designing a garden is not as easy as it looks, and the process quickly became overwhelming and stressful.

And look, I get it, it's not fair.

The truth is, you're not alone. Many homeowners are victims of these same frustrations; they invest in their outdoor space, only to be left with a garden that falls short of their expectations.

That feeling of disappointment and frustration can be overwhelming. You've invested not just money, but also your dreams and hopes into creating an outdoor space that you can love and enjoy.

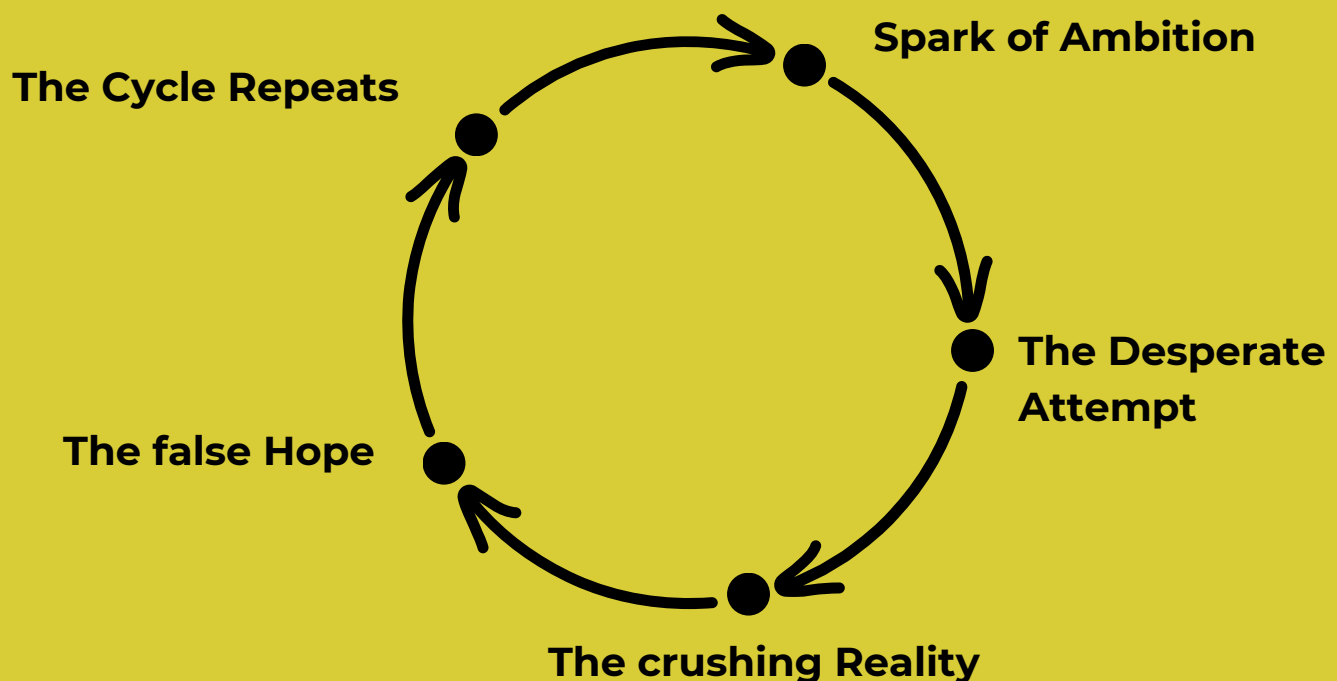
Here's what most don't realize: creating a bespoke garden requires a blend of creativity, knowledge, and experience. It's not just about planting flowers and trees; it's about understanding the unique characteristics of your land, the climate, and how to make the most out of your outdoor space.

And now with the possibility of spending more time at home, having a garden that uplifts your spirit and provides a tranquil retreat is more crucial than ever.

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It seems most are left in a state of disappointment, feeling like their dream garden will forever remain a dream, and that their outdoor space will continue to be an underutilised area in their home. But it doesn't have to be this way.

"The Vicious Garden Cycle: The Endless Loop of Disappointment"



The world of gardening and outdoor space design is fraught with pitfalls that most homeowners unknowingly stumble into. This vicious cycle of disappointment is a common tale, an endless loop that traps the unwary. In each stage, you'll find echoes of your own experiences, a reflection of your struggles and frustrations. Now, allow me to guide you through this tragic cycle, one painful step at a time.

1. Spark of Ambition

It all starts with a dream. Perhaps you've been inspired by a picture-perfect garden in a magazine, or the stunning outdoor space of a friend's house. You imagine yourself basking in the sunlight, surrounded by vibrant flowers, enjoying the serenity of your own slice of paradise. This is the spark of ambition, the seed of your future disappointment. It's a beautiful dream, but soon you'll realise that transforming this dream into reality is harder than it seems.

2. The Desperate Attempt

Fueled by your dream, you dive in headfirst. Maybe you start by buying seeds and gardening tools, or perhaps you attempt to build a patio or a gazebo. You spend hours working on your garden, your hands covered in dirt, your back aching from the hard work. But despite all your efforts, your dream garden seems to be just out of reach.

3. The Crushing Reality

This is when reality comes crashing down. Your plants are wilting, the patio is uneven, and the gazebo looks nothing like you imagined. You feel frustrated, disappointed and overwhelmed. You thought this would be a rewarding process, but all you're left with is a mess and the sinking feeling that you've bitten off more than you can chew.

4. The False Hope

At this point, you might turn to quick fixes and DIY solutions. Maybe you buy more plants, hoping they'll cover up the flaws. Perhaps you try to patch up the patio or add decorations to the gazebo to distract from its shoddy construction. For a moment, you might feel a glimmer of hope. You think you've salvaged your dream.

5. The Cycle Repeats

But soon, the quick fixes start to fall apart. The new plants are also wilting, the patio is still uneven, and the gazebo is unstable. You're back where you started, trapped in the cycle of disappointment. The dream of a perfect garden seems even more elusive now.

It just goes to show you need to take a different approach to realise your dream garden and break free from this relentless cycle of frustration and disappointment.

I'm delighted you're reading this report because it will shed light on five common misconceptions about bespoke gardens and outdoor spaces. I'll also share four crucial recommendations that will help you avoid these pitfalls in the future. And to ensure you choose the right company for your bespoke garden project, I'll provide seven key questions you must ask any company before inviting them to quote for you.

Let's dive right in...

Misconception #1 - A Beautiful Garden Doesn't Require a Professional

Many homeowners believe that they can create a beautiful garden without the need for a professional. This misconception stems from the belief that gardening is a simple task that anyone can master. However, the truth is, creating a bespoke garden requires a certain level of knowledge, skill and experience. It's not just about planting flowers and watering them, it's about understanding the soil, the climate, the plants and their needs. It's about creating a balanced ecosystem that will thrive and flourish. So, don't underestimate the value of a professional.

Misconception #2 - A Professional Garden Designer is Too Expensive

This is another common misconception amongst homeowners. Many believe that hiring a professional garden designer is a luxury they cannot afford. However, this is not necessarily true. A professional garden designer can actually save you money in the long run. They will be able to advise you on the best plants for your garden, which will thrive and last longer, saving you money on replacement plants. They can also create a design that maximizes the use of your space, meaning you get the most out of your garden.

Misconception #3 - I Can Just Copy a Design I Like

Replicating a garden design you've seen and liked is not as easy as it seems. Every garden is unique, with its own set of conditions and challenges. What works in one garden may not work in another. A professional garden designer will be able to assess your garden and create a bespoke design that suits your specific needs and conditions.

Misconception #4 - All Gardens are the Same

This is perhaps the biggest misconception of all. No two gardens are the same. Each garden has its own unique set of conditions, challenges and opportunities. A professional garden designer understands this and will create a bespoke design that enhances the natural beauty of your garden, while also addressing any challenges it may have.

Misconception #5 - The Company that Offers the Lowest Price is the Best

Maybe, but not always. Here are two important points to consider.

Point #1 -

The price you see offered may not be for the services you want performed

If you just want a basic garden design, you can choose from hundreds of run-of-the-mill garden design companies online. However, if you want a bespoke garden that you can love and enjoy, then you need to use a company that understands the intricacies of garden design and can create a design that suits your specific needs and conditions.

Point #2 -

Many homeowners have discovered that the price they got quoted was not the amount they were charged

If you've hired a garden design company before, you might have been a victim of false or misleading quotes. Many companies use bait and switch tactics, offering a low upfront cost that rapidly escalates once they start doing the work. These tactics are illegal and unethical, casting a dark shadow over the garden design industry.

However, not all companies are like this. There are professionals who work hard to gain your trust and respect. As a way of improving the garden design industry, I've dedicated my time to educating homeowners like you, so you can make an informed, intelligent decision.

With the above insights in mind, if you're contemplating investing in your own bespoke garden and outdoor space, I encourage you to take into account the following recommendations.

SO HERE'S WHAT I RECOMMEND



Recommendation #1: Outline your objectives

What are your ambitions for your garden?

Here are some objectives you might consider if you're a homeowner seeking a garden that you can love and enjoy.

- 1. Do you want a garden that is easy to maintain and will look great throughout the year?.
- 2,Do you want a space that you can use for relaxation and recreation?
- 3. Do you want a garden that attracts local wildlife?
- 4. Do you want an area for outdoor dining and entertaining?
- 5. Do you want to grow your own vegetables, fruits, or herbs?

Recommendation #2: Inquire and Listen

The most effective method to get to know a company is to ask pointed questions and listen carefully to the responses. Here are the questions I recommend:

- 1. What is your experience in designing gardens similar to what I have in mind?
- 2. Can you provide examples of previous projects?
- 3. How will you ensure that the design matches my lifestyle and preferences?
- 4. What services are included in the quoted price?
- 5. How long will the project take to complete?
- 6. How do you handle any issues or changes that may arise during the project?
- 7. Can you provide references from previous clients?

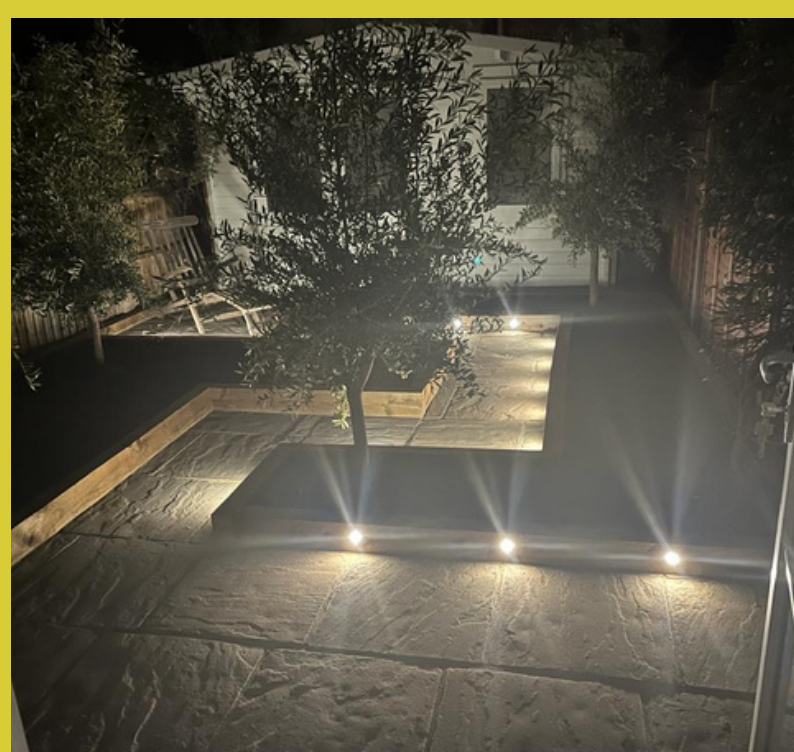
Recommendation #3: Request a Formal Quote and Detailed Plan

Once you feel confident that you're working with a truthful, skilled professional, ask them for a formal quote. This will provide you with a clear understanding of the costs involved and the assurance that their service will meet your expectations.

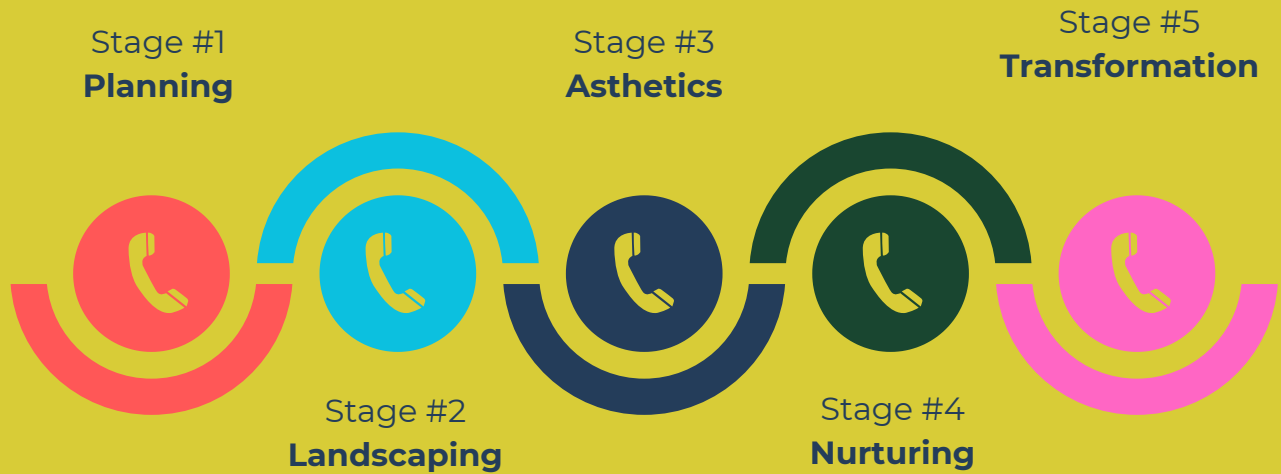
Let's begin our journey to transforming your lifeless and unloved garden into a bespoke, delightful outdoor space that you can cherish and adore. Welcome to Avian Works, where we help you unveil the hidden potential of your garden.

**Introducing our innovative
five-step framework -
PLANT.**

(And How It Could Help You)



PLANT is the new way to awaken your garden's true beauty and make it a place that you will love and cherish.



- 1** Planning
- 2** Landscaping
- 3** Aesthetics
- 4** Nurturing
- 5** Transformation

“Transformational Quote”

Diving headfirst into the vast ocean of Garden Design without a clear understanding of your unique circumstances is akin to embarking on a journey without a map.



Step #1: Planning



Why It's Important:

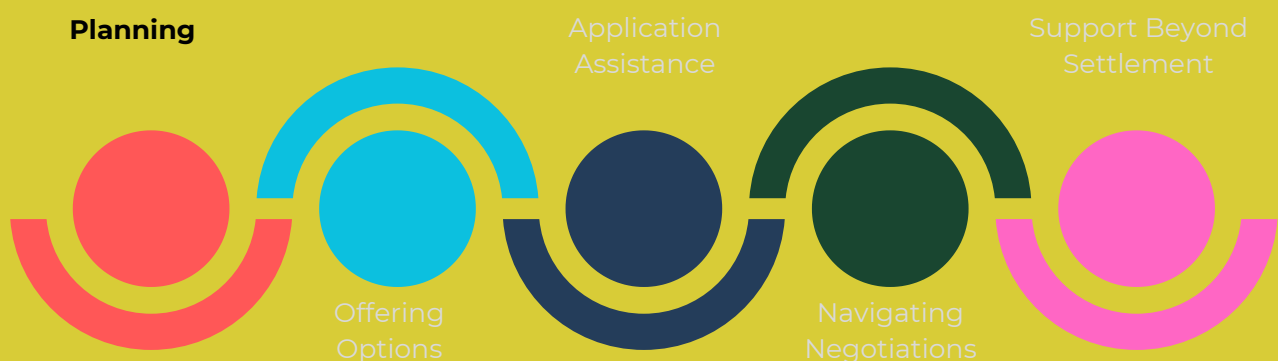
Proper planning is the cornerstone of a successful garden transformation. It involves understanding your desires and needs, assessing the existing garden conditions, and identifying the potential opportunities and challenges. This step is crucial to ensure that the garden transformation aligns with your vision and the garden's natural environment.

How It Gets Delivered:

At Avian Works, we take a collaborative approach to planning. Our experienced team works closely with you to understand your preferences, needs, and lifestyle. We conduct a thorough site analysis and then create a detailed plan, including sketches, so you can visualise the transformed garden.

What It Means In The Real World:

A well-planned garden means a smoother transformation process, fewer unexpected surprises, and a garden that truly reflects your personality and lifestyle. It's about creating a harmonious outdoor space where you can relax, entertain, and enjoy nature's beauty.



Step #2: Landscaping



Why It's Important:

Landscaping is the art of arranging or modifying the features of a garden, an urban area, etc., for aesthetic or practical purposes. It's about creating a balance between the built and the natural environment.

How It Gets Delivered:

Our team of landscaping experts brings the garden plan to life. We carefully choose plants that thrive in your garden's conditions and align with your aesthetic preferences. We create a variety of spaces within the garden, such as seating areas, play areas, and flower beds, to suit your lifestyle.

What It Means In The Real World:

Landscaping transforms your garden into a functional and beautiful space. It enhances your home's curb appeal and value and provides you with a personal sanctuary where you can escape the hustle and bustle of daily life.



Step #3: Aesthetics



Why It's Important:

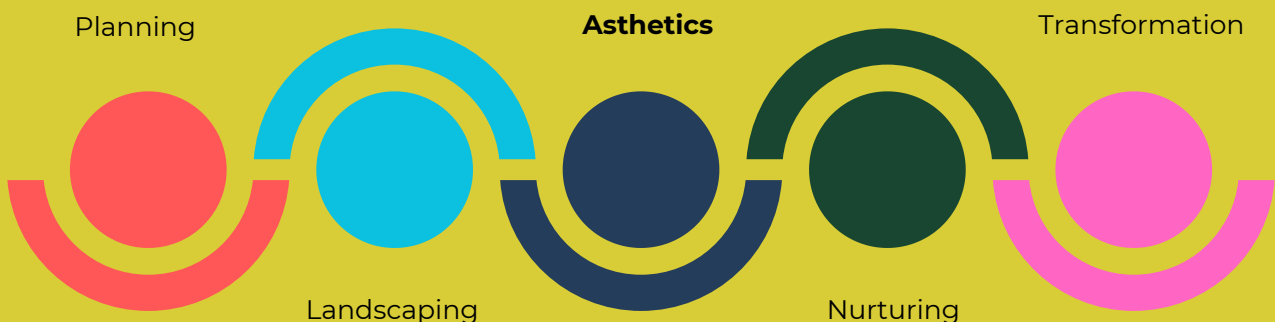
Aesthetics is all about creating a visually pleasing garden. It involves choosing the right combination of colours, textures, and shapes, and arranging them in a way that is appealing to the eye.

How It Gets Delivered:

Our talented designers create aesthetically pleasing gardens by using principles of design such as balance, proportion, and unity. We carefully select plants, accessories, and materials that complement each other and your home's architectural style.

What It Means In The Real World:

A visually pleasing garden is more than just a feast for the eyes. It uplifts your mood, stimulates your senses, and enhances your overall well-being.



Step #4: Nurturing



Why It's Important:

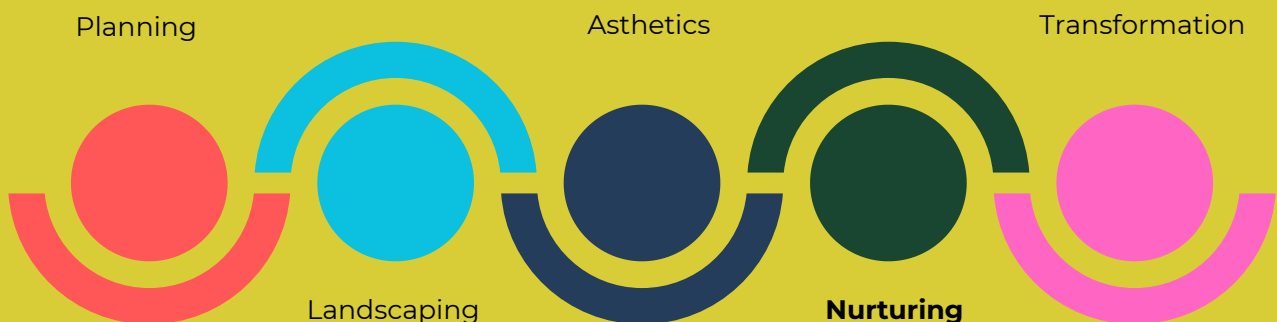
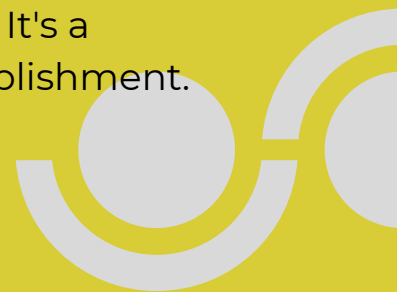
Nurturing involves caring for the garden to ensure its health and vitality. It includes tasks such as watering, fertilizing, pruning, and pest control.

How It Gets Delivered:

At Avian Works, we believe in sustainable and organic gardening practices. We provide guidance on how to care for your garden in a way that is not only good for the plants but also for the environment.

What It Means In The Real World:

A well-nurtured garden is a healthy and thriving garden. It's a garden that brings you joy, peace, and a sense of accomplishment.



Step #5: Transformation



Why It's Important:

The transformation is the culmination of all the previous steps. It's about seeing your vision come to life and experiencing the joy and satisfaction of a beautiful garden.

How It Gets Delivered:

We oversee the entire transformation process to ensure that every detail aligns with the plan. We work with precision, dedication, and a deep respect for nature.

What It Means In The Real World:

The transformation of your garden means you now have an outdoor space that you can love and enjoy. It's a space that reflects your personality, enhances your lifestyle, and connects you with nature. It's your personal sanctuary, your outdoor living room, and your piece of paradise.

“Transformational Quote”

Diving headfirst into the vast ocean of landscaping without a clear understanding of your unique circumstances is akin to embarking on a journey without a map.



Frequently Asked Questions

? What will we need to do when you are on Site.

In most cases we will require access to water and electric and toilet facilities and coffee where possible.

? If we are going through your property.

If we are having to move through your property to access the garden, we will usually put down protective sheeting called corex, these will be taped together and left down for the whole build unless requested to take them up, please note that taking them up every night and putting them back down the next day will increase the time on site and increase the length of the build.

? If you are having a new lawn laid.

If we are installing a new natural lawn and it is in the summer, the turf will need to be watered at least twice daily, in the morning and evening, if it is a really hot summer, it will need to be watered 3 times daily and in most cases cannot be stood on for approx 4 to 6 weeks from being laid.

? What will happen if it rains.

generally we will work through light rain, however if it gets harder on the day we will let you know that we won't be able to work through.

? What about really low temperatures.

Certain works that we do like paving and building walls etc, cannot be done if the temperature over night is below freezing, as the water content in the concrete mix can expand and destroy the works carried out, in these cases we will let you know and proceed when the temperature increases.

A Final Thought

I understand that many home owners may harbour doubts about companies that provide bespoke gardens and outdoor spaces. I shared similar scepticism before embarking on this journey in Avian Works. Therefore, apart from dedicating my efforts to enlighten home owners about these services, I offer something extra.

I am committed to fulfilling not one, not two, but three promises regarding our services. These promises cater to the desires, concerns, and expectations of every client.

You are completely shielded by our TRIPLE GUARANTEE for our bespoke gardens and outdoor spaces services.

I promise you, "**Trust**".

Our team of experts at Avian Works will work diligently to ensure your trust is well placed, delivering a garden that exceeds your expectations. The emotional benefit here is complete peace of mind.

I promise you, "**Reliability**". We are committed to delivering our services promptly and efficiently, ensuring that your garden is ready to be loved and enjoyed as per the agreed timeline. The emotional benefit here is assurance.

I promise you, "**Inspiration**". We offer creative and innovative designs tailored to breathe life into your unloved garden. The emotional benefit here is excitement and anticipation.

Isn't that a fair deal?

In fact, when considering companies for garden transformations, ask this crucial question, "Do you guarantee your services?" Not every company offers this assurance, and it is critical to know this before making a decision.

Thank you for taking the time to read this. If you found it informative and are ready to move to the next step or if you have any queries, feel free to reach out.

Yours Sincerely,
Chris Bird

P.S. To give you a clearer picture of how our services have transformed the outdoor spaces of other homeowners, I've attached some case studies. These will provide invaluable insights to aid you in your decision-making process.

Here's What To Do Next

1 Do This...

Go to the website and have a browse and look at the recommendations etc.

2 Then Do This...

Fill out the form with your details.

3 This Will Happen When You Do...

One of my team will contact you within 24hrs to arrange a site survey at your property at your convenience, will complete a survey and get to know you so we can deliver what we have already stated in the literature above.

www.avianworks.uk / 07470 161204



Success Stories

James Bowler

‘Beautiful hand-made bench and planters’

Avian were excellent, a very high quality finish for a reasonable price, garden clearance, new decking and a custom made Balua bench with planters, made to time and on budget, done with courtesy and very tidily, I would highly recommend them.



Nick Morgan

‘Revamp of my existing garden to make it more pleasurable to use again’

"Chris and his team from Avian Works landscaped our garden. I was really impressed with the precise finish, technical know-how, professionalism and their sheer hard work during a heat wave. We're not finished yet as I'm waiting for some stone slabs but the before and after is already astonishing. I highly recommend them for their reliability and hard work, all done to the agreed budget and schedule. Nick - W12



David Mills

“Transformation of a small garden into an olive tree oasis”

Chris and his able and friendly crew have done a really beautiful job, with great attention to detail, from the initial consultation to the finished product he and his team were Punctual, careful, tidy and polite, you could not ask for a better service and at a fair price, I recommend them 100%.



Fiona Kaplin

“What a change from my old garden to the new one, really stunning”

I already had quite a well established garden but wanted a new look, after speaking with Chris, I found his idea's to be modern but also within keeping of the property, with the new sleeper beds and hand built pergola, the design complements what was already ready there, Thanks to Chris and his team I look forward to enjoying the new style garden.



John James

“Amazing what someone with vision can do”

What an Amazing Job by Chris and his team at Avian Works, from a shabby garden to absolute stunning garden transformation. Although we rent we thought we would spend what was needed to get a haven built in the back garden, thanks guys we are very much looking forward to spending time in the new outdoor space.



We have now had time to spend and enjoy the garden and plant some amazing plants we, now have colour in every month and are still enjoying this extra space all year round!!





Avian Works

Landscape Gardening