



SAM OUTING GARDEN DESIGNS

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@SAMOUTINGDESIGNS

CLIENT-FOCUSED, BIODIVERSITY-RICH, ELEGANT DESIGNS IN NORWICH, NORFOLK & BEYOND

I focus on creative stylish, client-led gardens that are both engaging and deeply personal. Each design is elegant and harmonious, naturally becoming a biodiversity-rich haven.

I work across East Anglia, London, and the Home Counties. My approach is guided by the importance of 'right plant, right place', taking into account local climate and growing conditions.

With a background in heritage and the arts, I bring a unique creative perspective to my designs. This is inspired by a deep love of the natural world and professional experience in luxury publishing and with leading heritage and horticulture organisations.

— MY CREDENTIALS —

RHS Chelsea Flower Show 2025

- Site Planting Designer

Norfolk School of Gardening

- Garden Design Lecturer
- Diploma in Garden Design, with Special Commendation
- Certificate in Practical Horticulture

Professional Associations

- Society of Garden & Landscape Designers, Graduate Member

Further Education

- BA honours, Criticism Communication and Curation of the Arts, Central Saint Martins

THE DESIGN PROCESS

The creation of your new garden is a collaborative process. I deliver each design project in clear phases. This journey ensures we work together at every stage to develop a stylish, personal, and nature-friendly outdoor space that you will love for years to come.

Initial Design Consultation: We begin with a collaborative on-site meeting to understand your vision, discuss your desires, and review the site's unique characteristics (aspect, soil condition, etc). I take detailed notes and create a Design Brief for your review, before commencing any design work.

Phase One - Concept: This creative phase brings your garden to life through aerial designs, illustrative sketches, mood boards that capture the project's aesthetic and feel, as appropriate for the project size/scope. I'll also provide planting suggestions and hard landscaping options.

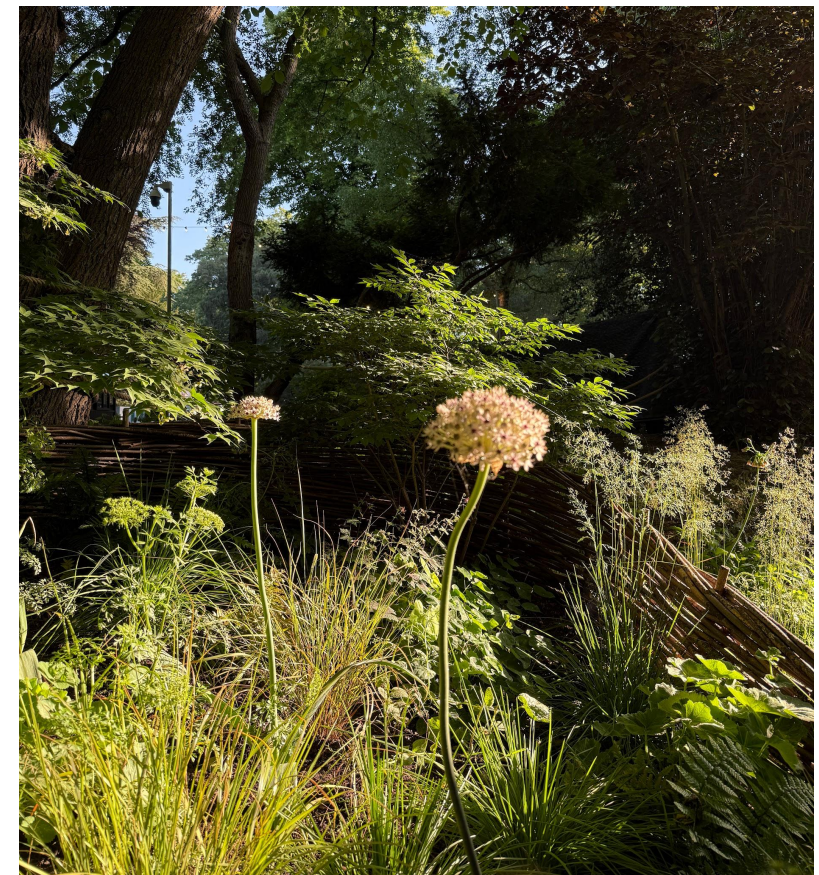
Phase Two - Master Plan: Once we've refined the initial ideas, I'll create a detailed Master Plan that provides a final, signed-off illustration of the entire garden layout.

Phase Three - Landscaper Pack: This comprehensive pack provides landscapers with all the scaled drawings, measurements, and material specifications they need to accurately build the design.

Phase Four - Planting Design: Here, I select and detail the perfect planting scheme for your garden, ensuring each plant is suited to the specific conditions and complements the overall design.

Phase Five - Maintenance Plan: I will provide a bespoke maintenance guide that offers practical advice on how to care for your new garden and its selected plants.

Phase Six - Project Monitoring: I offer consultations during and after construction to ensure the design is executed to the highest standard and to advise on the final touches.



RHS CHELSEA FLOWER SHOW 2025
PLANTING DESIGN

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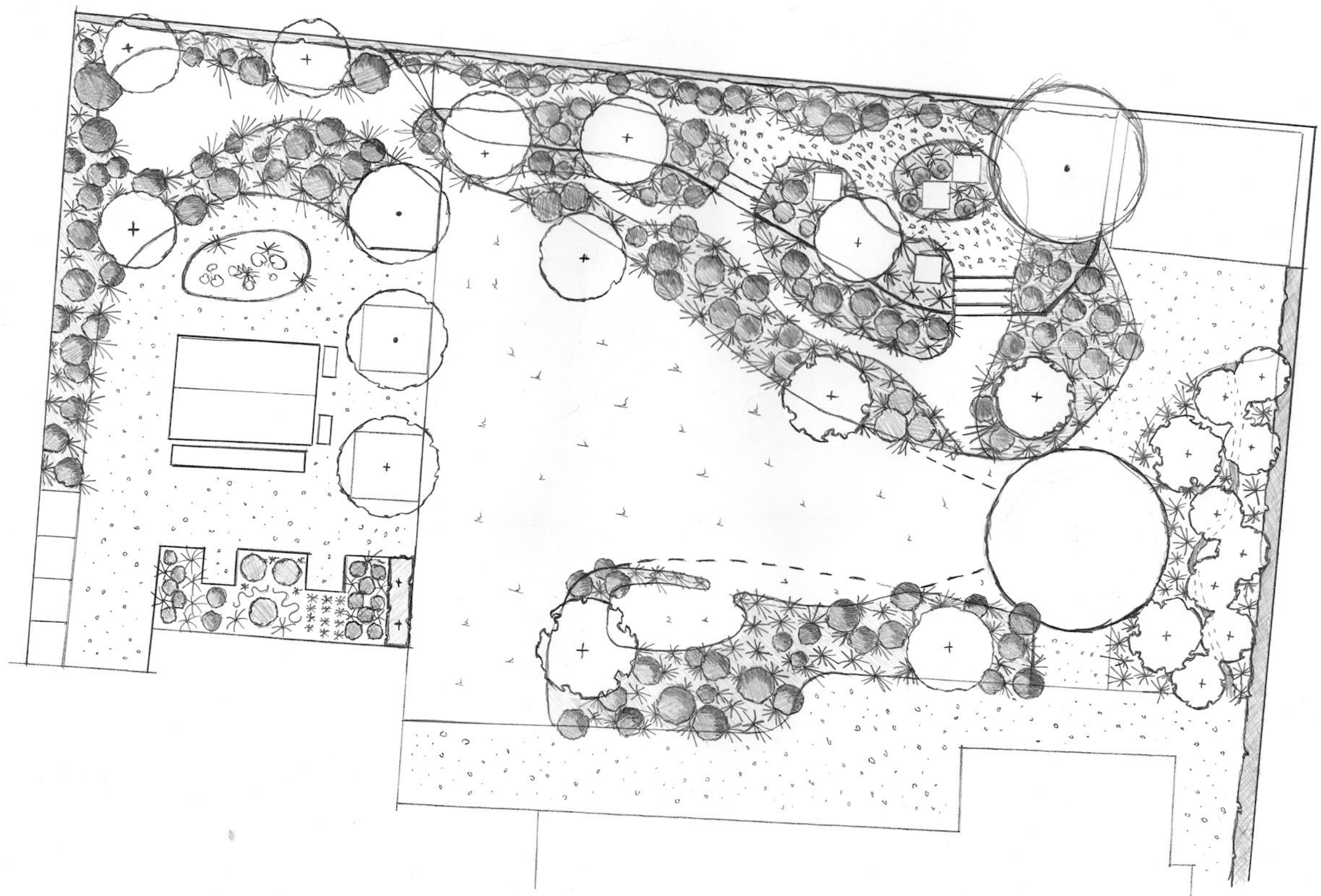
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EXAMPLES OF WORK
VARIOUS SITES

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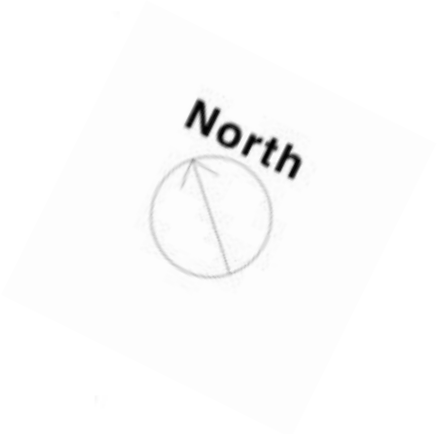
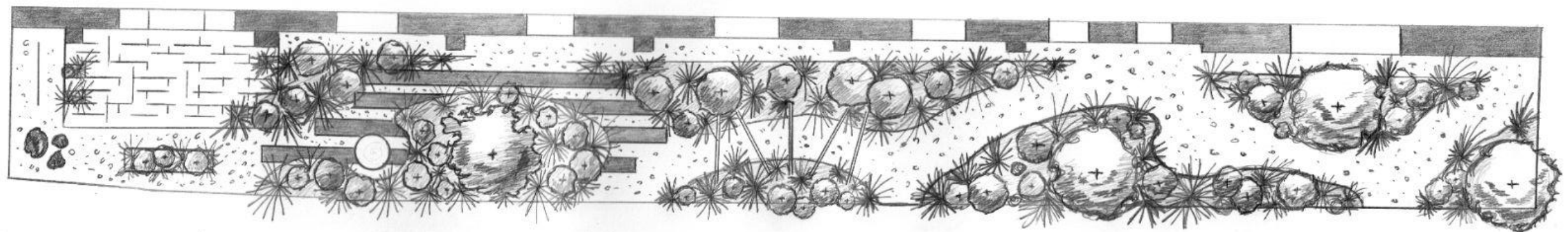
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CONCEPT PLAN
MORLEY ST BOTOLPH

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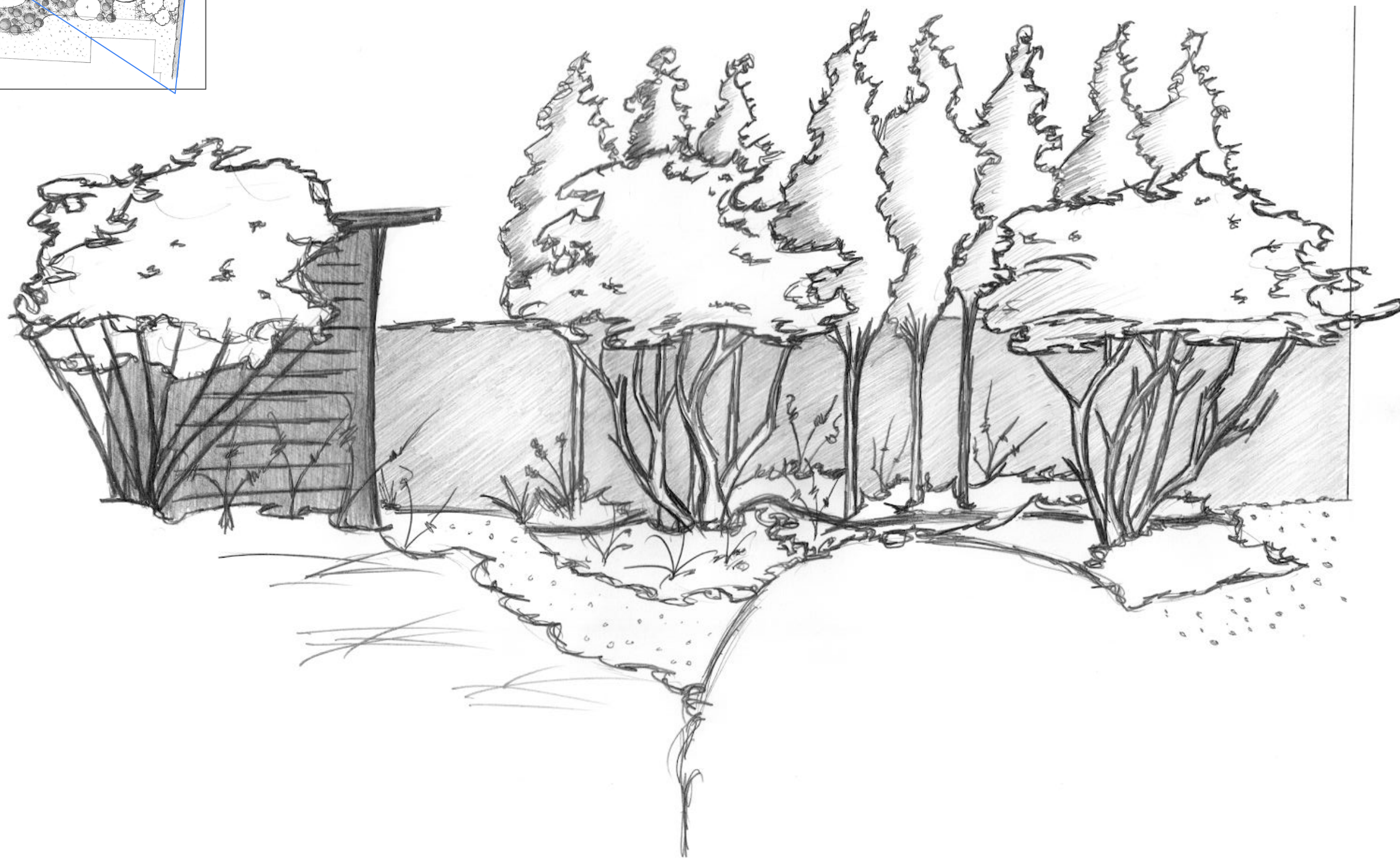
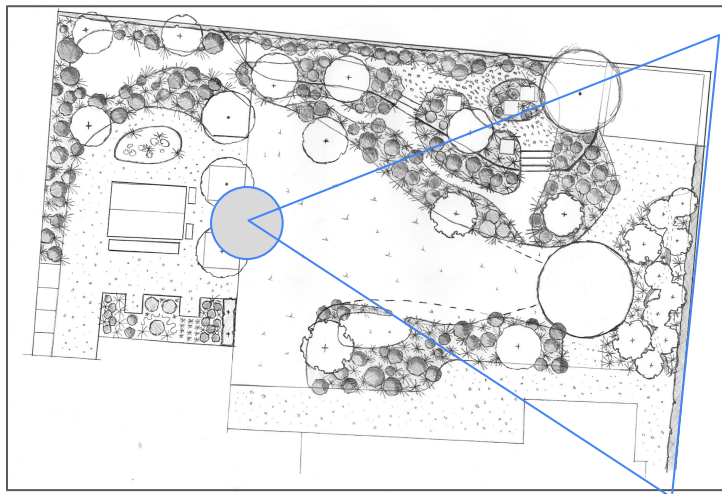
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CONCEPT PLAN
THORPE MARKET

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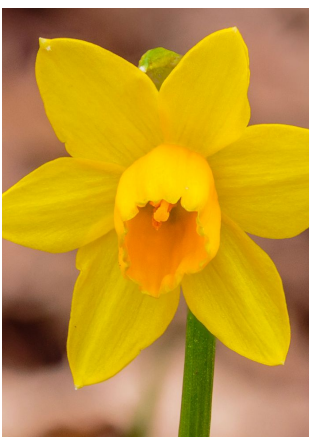
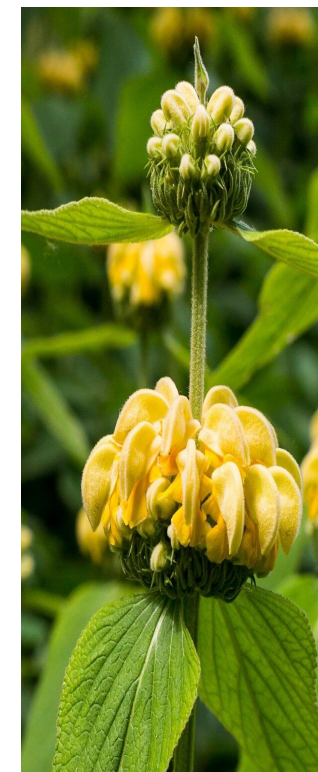
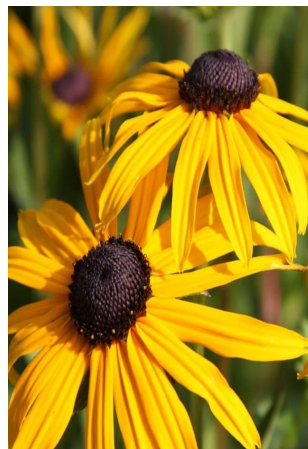
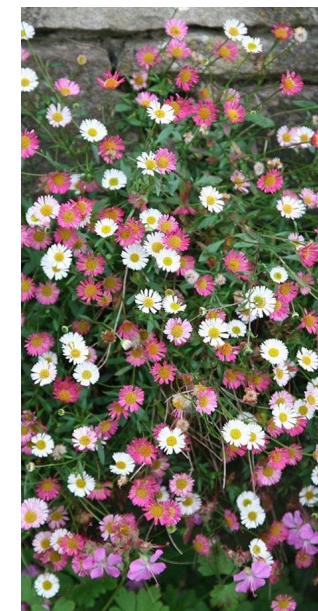
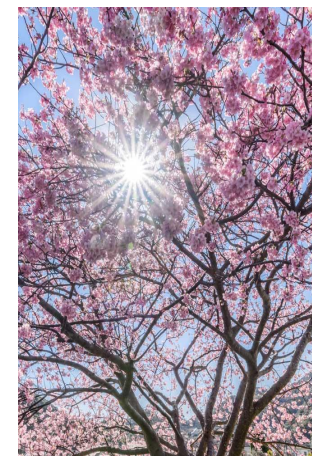
**SAM
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CONCEPT ILLUSTRATION
MORLEY ST BOTOLPH

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MOOD BOARD
MATTISHALL

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