

2011 RHS CHELSEA FLOWER SHOW

PRESS COVERAGE REPORT

EXECUTIVE SUMMARY

- Total print coverage, including online (1 – 31 May): 1,320 cuttings.
- Total audience of print articles: over 184 000 000.
- Total audience of online content: over 66 000 000.
- Total television coverage (17 – 23 May): Over 15 hours.
- Total television audience of broadcast programmes: over 67 million.
- Total radio coverage (17 – 23 May): over 55 hours.

1. PRINT COVERAGE

1.1 Overview of Coverage

Total Chelsea coverage (1 - 31 May) = 1, 320 cuttings.
This represents 73% of total RHS coverage in May 2011.

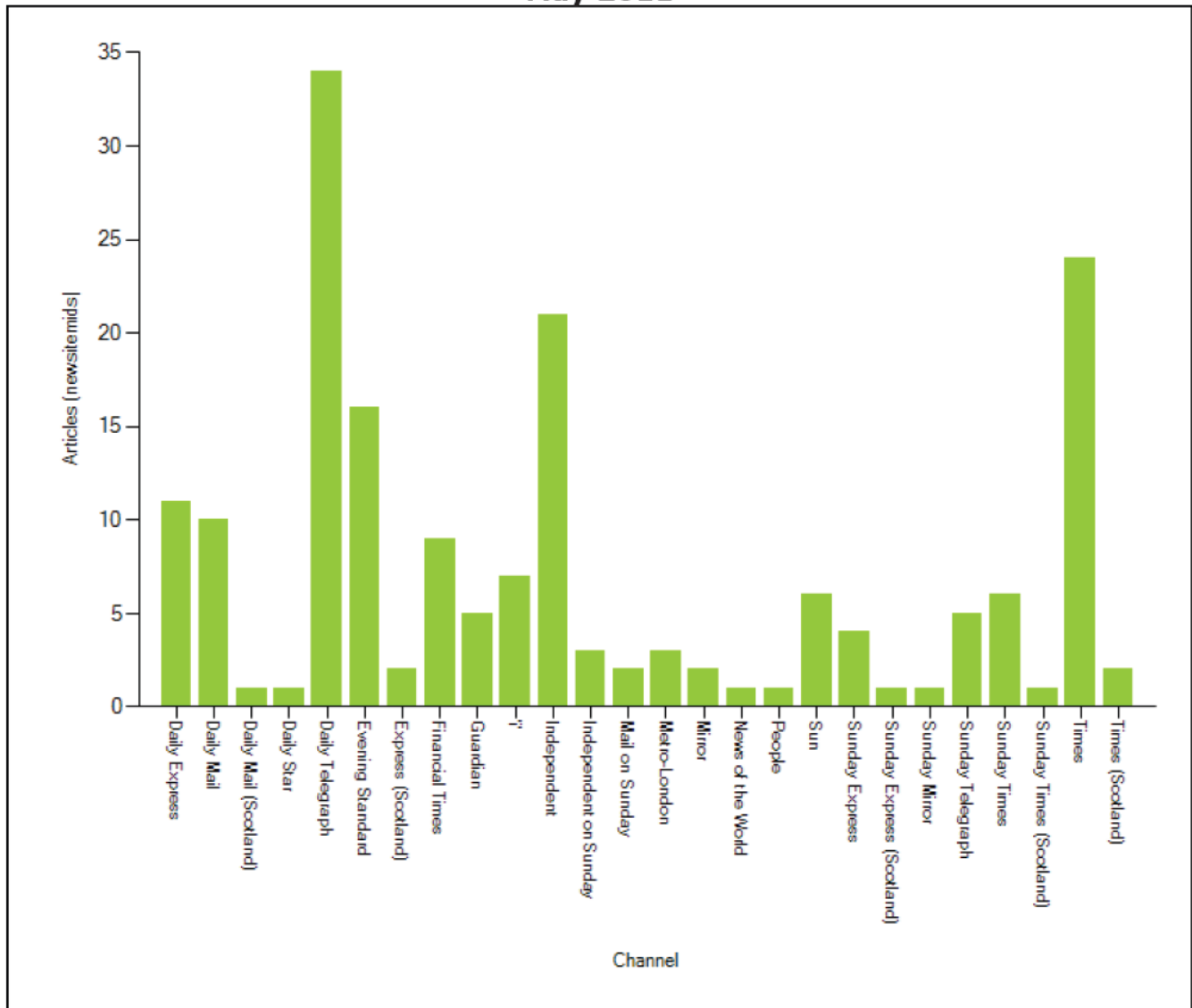
Total Chelsea coverage (show week 23 – 29 May) = 706 cuttings.
This represents 19% of total RHS coverage.

1.2. National Print Coverage

Between 17-29 May there were a total of 145 articles in the national press. In addition to this, the Telegraph published a 12-page Chelsea supplement; The Sunday Express magazine (S magazine) ran a 25 page supplement and the Financial Times a Chelsea Flower Show supplement.

National Coverage of RHS Chelsea Flower Show

May 2011



1.3 Key highlights

- S magazine 25 page supplement was new for 2011 and featured all aspects of the show.
- The Daily Telegraph led the field with a news feature about tickets selling for over £250 with quotes by Sue Biggs imploring people not to buy tickets from touts. Most papers picked up on the story.
- The Independent, 22 May, featured many of the new plant introductions in the Great Pavilion.

- Stephen Anderton, The Times 25 May, highlighted the floral displays in the Great Pavilion, including the Chelsea Young Florist of the Year. Highlights Chelsea Plant of the Year and Anemone Wild Swan.
- Max Hastings, Daily Mail 24 May, extolling the principles of CFS, glories of the show gardens and expertise in the Great Pavilion and describing Elizabeth Banks as the new 'terrific' president.
- BBC News, 23 May, 'Chelsea Flower Show prepares to open the doors to the public' including Sue Biggs interview.
- RHS Urban Garden report launch received great coverage in The Independent and The Sunday Times. The report also featured in numerous features online eg myclimatechangegarden.com and gardenandgreen.co.uk and on national radio e.g. interviews on Radio 4's Material World.
- 'Perfect for Pollinators' initiative launch received great coverage with BBC's Chelsea Flower Show and the BBC's Breakfast programme both featuring the initiative. Articles also appeared in the Telegraph, the Landscaper magazine and on websites such as rural-science.co.uk, wickes.co.uk and besthabitats.com.

1.4 The Garden magazine January – May 2011

	Subject
Jan	News: show dates and ticket information.
Feb	News: show dates and ticket information.
Mar	News: RHS Experience news item. News: Show dates and ticket news. News: Artisan garden news item.
Apr	News: Show dates and ticket information.
May	News: Artisan gardens news feature. News: RHS Chelsea Flower Show countdown in Click on RHS Online feature. M&G advertisement feature. Garden talk feature. Plants profile Crug farm and Chelsea exhibit; Kelways.

2. ONLINE COVERAGE

2.1 RHS online coverage

	24 - 29 May	2010
www.rhs.org.uk		
Unique visits	531 662	443 841
Page views	2 535 518	2 213 495
www.rhs.org.uk/chelsea		
Unique visits	180 785	165 075
Page views	237 473	243 772

2.2 BBC online coverage

BBC red button coverage of Chelsea averaged at 1.5m and viewers stayed for an average of 29mins = the length of the loop i.e. everyone who started watching, watched the complete output.

The BBC website traffic increased 10 000 compared to 2010 with 163,903 visits to site during Chelsea week.

2.3 Other online coverage

The total number of online articles up to May 29th 2011 was 607 (half of which occurred in Chelsea week)

The total audience of online articles was over 115 000 000.

During show week there were eight blogs, 210 newspaper websites and 81 other websites containing Chelsea content. This resulted in a total audience for other online coverage of over 66 000 000.

3. BROADCAST COVERAGE

3.1 BBC Television Programmes

Date	Channel	Programme	Aud m	% Share	AI*
Monday 23.5.10	BBC1 Daytime	RHS Chelsea Flower Show	2.0	29.8	84
	BBC1	RHS Chelsea Flower Show	4.1	18.1	85
	BBC2	RHS Chelsea Flower Show	2.8	11.6	87
Tuesday 24.5.10	BBC1 Daytime	RHS Chelsea Flower Show	1.9	29.4	86
	BBC2	RHS Chelsea Flower Show	2.8	12.3	86

Wednesday 25.5.10	BBC1 Daytime	RHS Chelsea Flower Show	1.6	27.0	85
	BBC2	RHS Chelsea Flower Show	2.0	8.3	85
Thursday 26.5.10	BBC1 Daytime	RHS Chelsea Flower Show	1.6	24.2	87
	BBC2	RHS Chelsea Flower Show	2.3	10.0	85
Friday 27.5.10	BBC1 Daytime	RHS Chelsea Flower Show	1.5	24.4	87
	BBC2	RHS Chelsea Flower Show	2.1	9.5	85
Saturday 28.5.10	BBC2	RHS Chelsea Flower Show	1.8	7.9	86
Sunday 30.5.10	BBC1	RHS Chelsea Flower Show	2.5	14.4	86

*AI – audience appreciation (+80 considered very good)

3.2 Broadcast highlights

All five BBC2 Chelsea programmes fell into the top 20 programmes watched across BBC 2, Channel 4 and Channel 5 that week.

Monday's BBC2 programme was the second highest viewed programme that week.

Tuesday's BBC Programme was the third highest viewed that week.

Thursday's BBC2 programme was the 9th highest viewed.

Friday's BBC2 programme the 13th highest viewed (and a notoriously difficult 90 minute programme to sustain viewing interest)

3.3 Additional BBC Coverage (National)

Additional BBC coverage BBC Breakfast, BBC News24 (Sue Biggs interview), BBC1 Lunchtime News interview with Sue Biggs, BBC News Online interview with M&G garden designer Bunny Guinness, The One Show.

3.4 BBC Local Radio

100% of BBC English Regions Radio stations reported from the show. In addition Scotland, Wales, 5Live and radio 4 also reported.

3.5 Non-BBC Broadcast coverage

Confirmed non-BBC broadcast coverage minutes currently stands at 205 minutes from 48 broadcasters. Some broadcasters are still editing footage. 205 minutes of licensed footage has helped create a net income of £27,150.

4. RHS Media Centre (press.rhs.org.uk)

press.rhs.org.uk experienced 41260 visits from January – May 31st 2011.

The visitor numbers peaked on May 20th with a high of 2250 visits.

53.54% % of these visits were 'new'.

The top three countries where visitors accessed the site were UK, USA and Germany.