

# THE GLASSHOUSE EFFECT PRESS PACK 2024



## HOUSE PLANT STUDIO

**BY THE GLASSHOUSE** – a social enterprise offering women in prison second chances through horticultural training and employment.

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**SUPPORTED BY MALVERN GARDEN BUILDINGS**



*Malvern*  
Garden Buildings

## A first for RHS Chelsea Flower Show...

Malvern Garden Buildings is supporting The Glasshouse in creating "The Glasshouse Effect," which will be the first indoor garden designed and planted by women in prison for the houseplant studio category. The exhibit will be set in an eighteen-foot glasshouse representing The Glasshouse's first growing space at HMP East Sutton Park.

Visitors will be guided through 'a crescendo of greenery' immersing themselves in the stories and progress of women on the programme from their initial days of incarceration to eventual release. This leafy timeline will be interspersed with loaned prison objects and keepsakes from outside the prison walls, accompanied by a soundscape featuring the voices of women who have confronted their darkest moments, found solace in nurturing houseplants, and emerged resilient.

The exhibit will celebrate nature's transformative power and the indomitable spirit of women who dare to grow and bloom even in the harshest of environments.



### About The Glasshouse

The Glasshouse is a not-for-profit social enterprise harnessing the powerful benefits of horticulture to support women in prison and cut reoffending.



Through an established and integrated programme, The Glasshouse provides training, paid work and resettlement support whilst women grow and nurture extraordinary houseplants. Plants are sold to the public through The Glasshouse website ([theglasshouse.co.uk](http://theglasshouse.co.uk)) and through a shop near the prison in Cranbrook, Kent. The training and work programme focuses on applying biophilic principles in the corporate environment, The Glasshouse is recognised for its impactful plant designs, installations and maintenance service in offices and hospitality spaces. In addition, the team offers corporate gifting, well-being workshops and holiday tree rental and decoration.

The Glasshouse has a 0% reoffending rate and aims to help women returning to the community become positive, independent members of society. Every plant sold and every plant installation represents a second chance for a woman working hard toward a new life.

<https://www.theglasshouse.co.uk/>

## **About Malvern Garden Buildings**

Malvern Garden Buildings is a luxury outdoor living retailer with 12 showsites across the UK. Their mission is to create beautiful outdoor living spaces, driven by a love of nature and led by seasoned expertise.

Every year Malvern Garden Buildings collaborates with the RHS to host the houseplant displays on the plateau in Ranelagh Gardens at the Chelsea Flower Show. As retailers of British-made premium garden rooms, they share a

passion with the RHS for enhancing lives through gardening, igniting imaginations, and crafting captivating outdoor sanctuaries.

At this year's show Malvern Garden Buildings is proud to support The Glasshouse as Andrew Peck, Managing Director of Malvern Garden Buildings explains:

"The houseplants nurtured and styled by the women of The Glasshouse are more than just visually stunning, they symbolise hope, resilience and new beginnings.

We're thrilled to help shine a light on this unique programme that began in a greenhouse and uses houseplants as a force for good to change and empower lives."

<https://www.malverngardenbuildings.co.uk/chelsea/>



**PRESS RELEASE – 10 May 2024**

## **WOMEN IN PRISON DESIGN HOUSEPLANT STUDIO AT RHS CHELSEA FLOWER SHOW, SUPPORTED BY MALVERN GARDEN BUILDINGS**

For the first time in the show's history, women in prison will design, plan and create an indoor garden for the houseplant studio category. This exhibit will showcase their stories of second chances through horticulture. The Glasshouse is a social enterprise providing horticultural training and employment to women in prison alongside resettlement support.

Malvern Garden Buildings, a leading luxury outdoor living retailer, is sponsoring The Glasshouse for a ground-breaking exhibit at the RHS Chelsea Flower Show 2024.

At Chelsea, the women will be re-creating their glasshouse space at the prison, tucking cuttings into tin cans, cups, and homemade crocheted holders. Experimental seedlings and 'second chance' plants sit on the table to receive special care. The sounds of the women's voices will carry through the Chelsea space sharing their stories and experiences.

Founded by Kali Hamerton-Stove and Melissa Murdoch, The Glasshouse was established in February 2020 in the disused greenhouses of HMP East Sutton Park. Women in prison participate in an effective and integrated programme to achieve a horticulture qualification, gain employable skills and earn life-changing work experience. To fund these efforts, the plants are sold through their online store ([www.theglasshouse.co.uk](http://www.theglasshouse.co.uk)) in their shop in Cranbrook, Kent and used in London-based installations in corporate and public spaces.

The programme has a zero percent re-offending rate which is a testament to its effectiveness and the ongoing support provided on release. By ensuring the women have secure housing and employment, The Glasshouse is breaking the cycle of re-offending and paving the way for brighter futures.

Andrew Peck, Managing Director of Malvern Garden Buildings, shares the inspiration behind the collaboration: ***"We're deeply inspired by the way The Glasshouse harnesses the restorative power of indoor gardening to improve life chances."***

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