



RHS

Inspiring everyone to grow

RHS Vision

The RHS Vision is to enrich everyone's life through plants, and make the UK a greener and more beautiful place.



Our charitable purpose is...

To inspire passion and excellence in the science, art and practice of horticulture

Our Vision is...

“to enrich everyone’s life through plants, and make the UK a greener and more beautiful place”

Why we’re investing in the future of horticulture

We believe everyone in every village, town and city should benefit from growing plants to enhance lives, build stronger, healthier, happier communities, and create better places to live.



In the decade from 2015, the Royal Horticultural Society (RHS) is making a landmark £160 million investment in the future of horticulture. This will allow us to bring the joy of gardening to millions more people and make some of the most significant and exciting changes in our history.



For more than 210 years the RHS has been the force behind the nation’s gardening. In a rapidly changing world we recognise our need to develop and invest further in education, so we can safeguard horticultural skills for the future. We need to inspire people to garden, share our knowledge globally, and invest in horticultural and gardening science to find solutions for 21st-century social, economic and environmental challenges.

Plants are vital to life, and the benefits of growing them are vast, from strengthening communities and building a more resilient society to supporting biodiversity, cooling cities, protecting against flooding and improving air quality. We want to further inspire

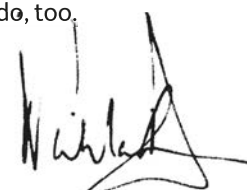
a passion in horticulture and gardening among people of all ages, cultures and backgrounds. This will benefit the environment and the health and happiness of us all, today and in the future.

What we do in our garden, balcony or community plot can play a part in making a global difference; collectively, every household’s outdoor space could have a dramatic effect on our environment.

This is why we believe in investing £160 million in horticulture. We hope you do, too.



Sue Biggs
Director General



Sir Nicholas Bacon
President

Summer 2018





Strategic objectives

The RHS Vision is supported by our 10 strategic objectives to:

- 1 Be known, loved and trusted as the charity for all gardeners
- 2 Safeguard and advance the science, art and practice of horticulture for the benefit of future generations and the environment
- 3 Transform communities through gardening
- 4 Create world-leading horticulture that inspires people to garden
- 5 Nurture and grow our membership throughout the UK
- 6 Provide a voice for all gardeners, sharing and building expert knowledge
- 7 Delight our customers with exceptional service and products
- 8 Be a great place to work where everyone makes a difference
- 9 Have efficient business practices that deliver maximum income for our charitable purpose
- 10 Make horticulture a career to be proud of

Our 10-year vision, 2015–2025

We will help to create a more sustainable and better society, now and for generations to come, through a £160 million investment in horticulture.

We want to inspire a passion for gardening and growing plants, promote the value of gardens, demonstrate how gardening is good for us and explain the vital role that plants undertake.

We believe everyone, everywhere deserves contact with plants and to experience gardening to enrich their life and improve their surroundings.

By creating more amazing visual plant displays across the UK we will bring new experiences to people who may never have visited a beautiful garden or horticultural show before. We will work hard to enhance the horticultural knowledge of the nation, inspiring more people to grow plants and increasing access to the best gardening advice, through our shows, gardens and online.

The RHS believes passionately in educating even more children and young adults, and significantly raising the profile of horticultural careers, to help grow the next generation of horticulturists and horticultural scientists.

We will create new gardens to reach a variety of people of all ages and cultures, across different parts of the UK, giving more individuals and communities beautiful places to relax, enjoy days out, to learn and also discover gardening ideas for their own outdoor spaces.

Continuing our nationwide work with communities, we will transform unloved places into plant-filled

oases to have an uplifting impact on lives. Our work in communities supports a more sustainable future for all, helping to create a happier and healthier society.

Through investment in horticultural science we will better equip gardeners to deal with existing – and new – pests and diseases. We will increase our horticultural knowledge and share this with millions of gardeners across the globe. Our new national Centre for Horticultural Science and Learning will be designed to inspire the scientists, horticulturists and gardeners of the future. We want to use it to influence public behaviours to help improve the environment of our nation and the sustainability of our planet. There will be increased information on cultivated-plant genetic resources and plant health, and greater knowledge of the UK's cultivated-plant diversity to aid conservation.

By better sharing our internationally important plant, library, herbarium and art collections we believe people will more fully appreciate the UK's rich horticultural heritage and vast range of cultivated plants. People around the world will have access to our gardening knowledge and remarkable collections as we continue to develop and invest in the number-one online destination for gardeners, rhs.org.uk

Ultimately we want a world with more people inspired to grow more plants for cooler, cleaner cities; fresh food for families; increased trees to help combat air pollution; pollinating blooms to feed our bees and butterflies; more people gardening for healthier, happier lives; and a greener, more beautiful place for people to live.

The difference our vision will make:

- Increased high-quality, evidence-based advice, information and knowledge shared with people in the UK and around the world
- Increased training of the future generation of horticulturists and horticultural scientists
- More scientific research that makes a difference
- Our internationally important heritage collections safeguarded and better shared
- More people inspired to love, understand and care for plants
- An increase to our work with schools and the creation of the new RHS national Centre for Horticultural Science and Learning to educate adults and children
- More communities transformed through gardening
- Gardening sights and plant spectacle in the UK increased, including creating new gardens and shows in urban and rural locations
- People, especially children and young adults, reconnected with nature to learn through gardening
- The profile and appeal of horticultural careers raised





How our investment is growing horticulture

The £160 million investment programme, which we announced in October 2015, will help change the future of horticulture, gardens and health across the UK. The nation's 27 million gardeners as well as RHS members will benefit from the even greater impact of our charitable work.

Many charitable organisations, at their core, have a similar desire: to inspire and excite people to the wonders of their world. Whether animal charity or community group, it is the passion of the organisation – and its expertise – that has the potential to enthuse people. In this context the Royal Horticultural Society is no exception.

What marks us apart these days is in our ambition to grow more than just in size and reach. The RHS truly wants to make a real difference – and to share our passion for all things horticultural. Our work has never engaged with more people: we have more than 495,000 members, 2 million visitors to our gardens each year, and more than 35,000 schools, educational groups and teachers signed up to the RHS Campaign for School Gardening. Last year there were around 60 million page views of the RHS Gardening Advice webpages. As the RHS Vision states: 'We want to enrich everyone's life through plants, and make the UK a greener and more beautiful place.'

It is for this reason that we began an exciting and challenging 10-year £160 million investment programme, covering seven projects across Britain. Funding for these schemes relies on member and supporter donations, plus an improved financial

performance each year, and former investments being realised. The figures are vast – £40 million external funding in total – but RHS Director General Sue Biggs is confident: 'We have made huge strides in the past few years, in improving the way the RHS works as a charity, for the people, plants and the places we love, so I'm determined we can continue to make a real difference to our members and customers across all our work.'

Aspiring and inspiring

What will be the result of this investment? As RHS Director of Education, Funding and Communities Ruth Evans says: 'It's about people – we work with communities across the UK, with members at our gardens, visitors to our shows, scientists throughout the academic community and children in schools.'

Our substantial investment programme is about improving access for everyone, no matter what their level of knowledge or interest in plants and gardens. At its heart will be an improved organisation, able to better share its knowledge and passion with more people, whether member or visitor. The benefit of plants, gardening and growing will be central to everything we do. Investments in science and horticulture will ensure the RHS remains a crucial



influence in world horticulture. Expanding the impact of the RHS, to ensure that critical social issues such as our overall health and wellbeing, reconnecting children to nature and plants, transforming lives through gardens and increasing gardening skills will all be at the heart of the projects. By linking the existing (and growing) work of the RHS with wider issues across society, the relevance and importance of plants and gardens continues to grow.

For different people, the RHS represents different things: some members have a close and personal affinity to the four RHS Gardens (in Surrey, North Yorkshire, Essex and Devon); many value the drama and 'day out' of the shows through the season; others benefit and engage with gardening advice and scientific research work. But, as RHS Director General Sue Biggs explains, new investment will take this work to another level. 'We love putting on our shows, creating memorable gardens, publishing books, sharing information on our website and so on,' she says, 'yet there is more we can do. I believe we should be bringing this work more closely together, engaging members and visitors alike, so that the wonderful world of plants, of gardening and of growing – whether personally or horticulturally – benefits more and more people.'

There is no doubt such a strong belief can be a challenge, especially for an historic learned society such as the RHS. Established in 1804, our charitable purpose is 'the encouragement and improvement of the science, art and practice of horticulture in all its branches'.

Growing involvement

'In many ways, what we want to do now goes back, exactly, to that idea of promoting horticulture in all its branches,' says the Director General. 'In this instance though, it is about people, about the plants they grow and the places where they grow them – whether community group, private garden or windowbox, communal space or school.'

The RHS Vision, and the seven investment projects, will take some years to come to fruition, but Sue Biggs and the team of Directors, and all the staff across the Society, are focused on achieving this substantial change. It is a once-in-a-generation amount of money – with £20 million still to raise.

In turbulent political and social times, the power of plants and gardening (that so many of us know intuitively as a force for good) will engage more people than ever before.





Why is our investment so critical for a better future?

There are many reasons why our investment is critical, but key ones include:

- 1 To improve and benefit the UK's health and wellbeing
- 2 To build stronger, healthier and happier communities
- 3 To improve food security and reduce waste
- 4 To grow the next generation of horticulturists and horticultural scientists
- 5 To safeguard wildlife and global genetic diversity
- 6 To build resilience in a changing world
- 7 To protect our plant health
- 8 To improve our contribution to conservation and heritage



1 To improve and benefit the UK's health and wellbeing

Domestic gardens and cultivated plants are a public 'natural health service'. Gardening helps people to be healthy and is good for us physically and mentally. Gardening relaxes us, eases stress, provides exercise and improves psychological wellbeing. More than 90 percent of us in the UK say that just looking at a garden lifts our mood.

Yet as a nation we have been paving over our green spaces and reducing our diversity of plants. Now 7 million front gardens contain concrete and cars rather than flowers and grass. Hard surfaces have increased 26 percent since 1998–99. Paving over gardens is bad for health and wellbeing, and takes away an opportunity to garden.

2 To build stronger, healthier and happier communities

RHS Britain in Bloom volunteers invest around 10 million hours a year greening up and cleaning up the UK's villages, towns and cities – this time would cost more than £70 million if volunteers were paid for it. Volunteers create safer, happier environments, where crime is reduced; they transform disused spaces into beautiful places where communities come together.

Without RHS Britain in Bloom and its army of volunteers our streets would be more littered, crime would be likely to increase, parks would be less cared-for and there would be up to 5 million fewer plants, shrubs and bulbs planted each year, which would have a detrimental effect on enriching our health, on the environment and on our wildlife.



3 To improve food security and reduce waste

By 2050, the world's population is expected to rise to 9 billion. This, and growing global wealth, will increase competition for high-quality food, and the land, water and energy needed to meet that demand. Food security is going to be of increasing relevance. The UK cannot feed itself.

Growing our own food at home will not solve all food security, but we can help the nation become more self-sufficient and educate children about the origins of food. A crucial link is through the RHS Campaign for School Gardening, and our encouragement and support at grassroots towards becoming more self-sufficient.

We must raise awareness of how food is grown and consumed.

4 To grow the next generation of horticulturists and horticultural scientists

The horticulture industry has an increasingly ageing workforce with limited succession planning. There are a dwindling number of horticulturists, horticultural scientists and botanists at a time when we need to develop knowledge and skills to face a rapidly changing environment.

As part of the industry's Horticulture Matters campaign we are helping to tackle these skills shortages. Using our collections, expertise and knowledge we want to attract and train the future generation of horticulturists and horticultural scientists. We are promoting careers in horticulture to a wider audience, particularly in schools, calling for government action and working with industry to create even more apprenticeships.



5 To safeguard wildlife and global genetic diversity

Domestic gardens are among the UK's key natural heritage and nature reserves: collectively more than 20 million domestic gardens in the UK support a substantial range of global plant diversity and British wildlife. They cover 4 percent of the UK's surface land area and 22–27 percent of the urban land area. Gardens play an important role in conserving and supporting plant diversity and nature in the UK for our environmental and socioeconomic benefit.

More green spaces and gardens with a rich diversity of plants are vital for the future of the UK's bees, butterflies and other pollinators – we will fight to save them.

6 To build resilience in a changing world

We are undertaking research to help gardeners become more resilient and adapt to the effects of a changing climate such as increasing extreme weather events, intense rainfall, drought or rising temperatures.

Through our research, RHS scientists aim to provide gardeners, and key national authorities, with information on sustainable use of resources, new plants and cultivars to cope with new conditions, and to seek innovative green solutions for some of the biggest environmental challenges we have faced for generations.



7 To protect our plant health

The threat to garden plants and the wider environment from pests and diseases has never been greater, due to:

- increasing international free trade in plants;
- increasing pest resistance to chemical controls; and
- the reduction in the availability of chemicals to manage them.

Pests can cause a range of adverse impacts on gardens, biodiversity and, in certain circumstances, human health. Today, diseases such as ash dieback and *Xylella fastidiosa*, and pests such as oak processionary moth are emerging as significant risks to the environment. The need to address these and future threats is urgent.

Feedback to the RHS Gardening Advice service from members and industry sources provides information about trends in pests and diseases. We are often first to spot pests and diseases new to the UK. We undertake research on diagnostics and identification, monitoring, prevention, adaptation, and control and management of pests, insects, diseases and weeds in gardens and the wider environment.

8 To improve our contribution to conservation and heritage

The UK is a nation of gardeners and has one of the most diverse arrays of cultivated plants globally. We lead the world in characterising and documenting our cultivated-plant resources, yet it is not known how many different kinds of plants are being grown in parks and gardens in the UK. *RHS Plant Finder* lists more than 70,000 cultivars in trade, but this is only a proportion of the total being grown, which may be around 300,000 to 400,000. The imperative to address this gap in our horticultural knowledge is heightened by national and international obligations to document and conserve cultivated-plant genetic diversity. Greater knowledge of the cultivated-plant diversity in the UK will help us support conservation and enable better use of genetic resources.

The RHS Lindley Library is the world's most important horticultural library and art collection. It documents more than 500 years of gardening history, art and writing, and holds more than 80,000 books, 30,000 works of art and has designated status from the Arts Council as a 'collection of national and international importance'.





The investment projects are:

- 1 RHS Garden Wisley:**
an extensive programme including
 - new national Centre for Horticultural Science and Learning
 - new Welcome Building and visitor experience
 - a restored and vibrant Wisley village
- 2 RHS Garden Bridgewater:**
our exciting fifth garden in Salford, Greater Manchester
- 3 RHS Garden Harlow Carr:**
restoration of the Harrogate Arms and the Bath House as well as their historic landscape
- 4 RHS Garden Hyde Hall:**
Learning Centre, activities and restaurant building, Visitor Centre and new horticulture
- 5 RHS Lindley Library:**
new access to better share our collections
- 6 Community outreach and urban gardens:**
transforming more lives across the country and bringing gardens to cities
- 7 Horticulture Matters:**
raise the pride in and profile of careers in horticulture

1 RHS Garden Wisley:

an extensive programme of investment including:

- a national Centre for Horticultural Science and Learning
- new Welcome Building and visitor experience
- a restored and vibrant Wisley village

To enrich everyone's life through plants, part of our £160m investment in horticulture will transform our flagship garden, RHS Garden Wisley in Surrey.

We will create a new national Centre for Horticultural Science and Learning (opposite, top), at Hilltop, which will be UK's first dedicated centre of excellence in horticultural science, taxonomy and plant health. Combined with an educational visitor hub, it will provide facilities to inspire and nurture scientists and horticulturists of the future, and increase support for home and professional gardeners. The new advisory hub will improve how we share 'best practice' for the UK's 27 million gardeners so they are prepared for gardening in a changing climate. The Centre will be surrounded by three new educational gardens illustrating how plants impact on daily lives. The Centre will provide facilities to deliver and engage gardeners with our four key strategic science themes:

- Global knowledge bank on gardening and garden plants
- Plant health in gardens
- Gardening in a changing world
- Plant science for all people, plants and the planet

Already under way at RHS Garden Wisley is a new Welcome Building, with arrival walk, grove and sweeping entrance designed by world-class landscape architect Christopher Bradley-Hole. The stylish surroundings will be a meeting place for members and visitors, and will house a new shop, café and plant centre leading into the garden with a 'village square' and restaurant.

The Laboratory, in Wisley's Arts and Crafts-style building, will be open to the public for the first time in more than 100 years. As a museum and exhibition space, it will show how scientists pioneered horticultural research and where generations of students have learned their profession.

We will enhance and increase the accommodation in Wisley village for RHS apprentices and trainees, and work to bring return the village to a vibrant community with initiatives such as allotments, orchards and craft workshops.





The difference we want to make:

- Greater knowledge of the cultivated-plant diversity in the UK, aiding conservation and enabling better use of genetic resources for environmental, health and socioeconomic benefits
- A future generation of skilled horticulturists and horticultural scientists
- More gardeners inspired through the dissemination of new gardening and horticultural scientific research, advice and online information
- A more resilient community of gardeners who enjoy their gardens while reducing their impact on the planet
- Gardeners better equipped to identify, prevent, manage and control pests in their gardens
- Gardeners better able to cope with gardening in a changing climate
- Increased number of secondary schoolchildren, particularly from disadvantaged areas, learning about horticulture
- More children and young people discovering the health and wellbeing benefits of gardening and growing plants





2 RHS Garden Bridgewater: our exciting fifth garden in Salford, Greater Manchester

In 2020 our new site, RHS Garden Bridgewater, Salford will open and bring world-class horticulture and gardening advice to the doorstep of those in the North West and Midlands, and visitors from further afield. The breathtaking location will highlight year-round colour with an abundance of horticultural inspiration.

It will be a place that enhances general wellbeing and inspires people to garden in new, more ambitious and more conscientious ways.

With a masterplan by leading designer Tom Stuart-Smith, the garden will have a range of horticultural features and significant diversity of plants. Its plantings and procedures will be relevant to the people who live nearby and encourage them to try

the same at home. This will not only benefit their health and wellbeing, but also the environment.

Bridgewater will host a full calendar of events, including shows, with a focus on learning both for adults and children, benefiting local schools and communities by connecting with nature and learning through gardening, and boosting the local economy by attracting visitors. It will not only make a long-standing difference to countless people's lives but will also increase and have significant benefits to the biodiversity and wildlife of the area. Our new garden will also result in a significant rise of RHS membership and, through our on-site Gardening Advice service, staff and library, we will increase the number of informed and engaged gardeners in the UK.

The difference we want to make:

- More people given access to horticultural spectacle and beautifully planted spaces
- More people given access to great gardening advice
- Hundreds and thousands more people inspired to grow plants in their gardens and outdoor spaces, which will benefit health, wellbeing and the environment
- More children and young people connecting with nature and learning through gardening
- Increased biodiversity and more plants for pollinators and wildlife in this new area
- Increased number of RHS members to help support our future work

3 RHS Garden Harlow Carr: restoration of the Harrogate Arms and the Bath House as well as their historic landscape

We have purchased the Harrogate Arms, a former spa hotel and Harrogate's first 'bath house', next door to RHS Garden Harlow Carr, North Yorkshire, to reinstate the garden's historical connection by bringing the garden and building together for the first time in many years. This has safeguarded the Bath House and will bring new opportunities for Harlow Carr to achieve its potential for the future, and to celebrate and promote its heritage through plants and education. Once restored, the Harrogate Arms will provide a new exhibition space, indoor catering and holiday accommodation, enabling guests to enjoy a break at a world-class garden with private use of the garden during the evenings.

Our investment will enable us to equip Harlow Carr to receive its ever-increasing number of visitors each year and further develop its distinct identity. We will extend



the Streamside garden which, with its blue Himalayan poppies and colourful candelabra primroses, is one of Harlow Carr's famous horticultural attractions. An inspirational zone dedicated to small gardens will also be created, filled with ideas and inspiration for people to try at home.

The difference we want to make:

- The garden's historical connection to the Bath House safeguarded and promoted
- A celebration and promotion of local heritage and history
- Stronger ties and relationships with the local community
- Increased horticultural inspiration for visitors to enjoy
- More reasons to visit the garden for the local community as well as visitors from afar



4 RHS Garden Hyde Hall: Learning Centre, activities and restaurant building, Visitor Centre and new horticulture

At RHS Garden Hyde Hall, Essex we have built the new Clore Learning Centre to educate, encourage and inspire adults and the county's 10,000 students. With its adjoining teaching garden, sensory garden and dipping pond, it will provide a much-needed and vital outdoor learning resource to benefit everyone.

More diverse content and horticultural spectacle will come from new gardens to heighten Hyde Hall's role as an important asset for Essex and the surrounding areas.

These developments include the UK's largest perennial meadow. The 18.6ha (46 acre) Big Sky Meadow with colourful herbaceous perennials will provide a rich food source for birds, bees, butterflies and pollinators, and will be a great place to stroll and view the surrounding landscape. We hope it will inspire and encourage smaller meadows in home gardens and community spaces throughout the UK.

Through our Global Growth Vegetable Garden, sponsored by Witan Investment Trust (opened July 2017), we are increasing awareness of food miles and healthy eating with everyday, exotic, and edible ornamental crops from yams to chickpeas. The garden demonstrates where food comes from and promotes the benefits and joys of fresh, great-tasting food.

The new Visitor Centre (opened spring 2017) provides a warm welcome to the garden and offers additional shopping opportunities from more retail space and a restyled café. A wonderful new Winter Garden with spectacular horticultural sights and scents – from bright berries to dazzling bark – provides another reason to visit Hyde Hall in the colder season as well as giving year-round inspiration.

To ensure we continue to deliver world-class horticulture we are also building a new nursery, machinery shed and workshop.

The difference we want to make:

- Increased importance of the garden in its Essex and local landscape setting with amazing horticultural spectacle
- Increased profile of pollinating plants and how to grow and look after them for the UK's bees, butterflies and pollinators
- More gardeners inspired to grow food with a wider appreciation of fruit and vegetables from around the world
- Thousands more pupils inspired through gardening and given access to outdoor learning





5 RHS Lindley Library: new access to better share our collections

Historically, access to the collections has been limited, but with our investment into the RHS Lindley Library and our head office at Vincent Square in London, we have created an impressive new space with an exhibition area to bring the nation's gardening heritage and rich horticultural history to more people.

For the first time we are able to share photographs, art and ephemera from some of the world's

great thinkers and achievers in the fields of gardening, art and science.

The investment, both in the premises and virtually through a comprehensive digitisation programme, will create the world's leading horticultural information hub. The digitisation programme will make the Lindley Library collections and treasures freely accessible to researchers, culture lovers, historians and the general public around the world.

The difference we want to make:

- Increased appreciation and understanding around the world of the UK's gardening heritage
- Raised profile of 500 years of gardening history in the UK
- Global access to the Lindley Library collection and treasures
- More people and children able to advance their knowledge through better access
- The UK's gardening heritage safeguarded for generations to come



6 Community outreach and urban gardens: transforming more lives across the country and bringing gardens to cities

To enrich everyone's life through plants and to build happy, healthier and more beautiful communities, we are investing £160 million into horticulture. We will be supporting a number of urban gardens which will build on our existing community outreach and engagement work across the country. They will give access to beautiful green spaces which many living in urban environments are denied, and provide vital opportunities for people to experience horticulture and the benefits that plants can bring.

The success of these gardens will depend on the communities that invest their time to care for them, and the importance of communities shaping these precious spaces into places they call their own. That is why we will offer them financial support and horticultural advice so as many people as possible can get involved.

The urban gardens will encourage engagement with nature, and will be beautiful spaces to enjoy where colourful plantings provide a diversity of flowers for bees, butterflies and other pollinators.

They will also be places to learn and celebrate the benefits that plants provide for everyone. Food growing will be an important subject and through this we will promote healthy eating and add to the overall wellbeing of communities. We want them to be social spaces connecting urban societies and encouraging diverse communities and people of all ages to share their love of gardening.

Safe and welcoming, the gardens will bring generations together to share their knowledge and growing skills, building greater understanding about how we can try and live more sustainably.



The difference we want to make:

- Social change through flourishing communities coming together through gardening
- Improved health and wellbeing of people in communities who take pride in where they live and have increased access to green spaces, including for growing food
- Expanded upskilling for disadvantaged people and communities, increasing employability
- Increased skills in gardening throughout the UK, bringing positive social, environmental and economic benefits
- Better access for more people to garden and enjoy green spaces
- More horticultural inspiration to encourage people to garden
- Beautiful spaces to bring together an increasingly urbanised society
- Encouraging social cohesion and overall wellbeing
- Fresh healthy food grown for communities
- Increased biodiversity and more plants for pollinators and wildlife

7 Raising the profile of careers in horticulture through the Horticulture Matters campaign

We continue to play a leading role in promoting horticultural careers and providing training and learning opportunities to engage and encourage the next generation of horticulturists. Our vision is for more people to understand the breadth of careers in horticulture, the exciting opportunities and the immense value to our wider society. There is a shortage of trained and skilled horticulturists; we want to help put this right.

We want the next generation to be excited by a prospect of a career in horticulture, to welcome others from different industries and for government to recognise horticulture, and value it, as a vital

industry to benefit the economy, health, environment and food security of the UK.

As part of our work to support the industry-wide campaign Horticulture Matters, we have dramatically increased the number of apprentices and trainees at RHS Gardens. We are also playing our part in building up salary levels at a sustainable rate in horticulture. Horticulture supports the UK economy through many diverse channels including its nursery industry, retail, food production, garden shows and a great garden heritage – all underpinned by the science, practice and art of horticulture.



The difference we want to make:

- A changed perception of horticulture as a low-paid industry
- Better government recognition of the importance of horticulture to the UK economy
- Improved perception of horticulture, particularly by government and secondary-school pupils, as a satisfying career that offers diverse and interesting opportunities
- More people aware of, and interested in, career opportunities in horticulture





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