

PRESS PACK

The King's Trust Garden: Seeding Success

RHS Chelsea Flower Show 2025



- Representing the resilience of young people and their ability to overcome adversity and thrive when given the right support, this garden draws parallels between the incredible potential of young people and seeds, showcasing how both can adapt, grow and flourish in challenging environments –

Exhibitor Category: Large Show Garden

Site Number: MA324

Media Contacts: For information regarding **The King's Trust** please contact:

Niall Mann – niall.mann@kingstrust.org.uk 07734 979877

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For information regarding designer **Joe Perkins** please contact:

Jess Russell-Perry – jess@silverballpr.com 07810 771177

Media Assets: All media assets can be found [HERE](#)

Assets include: Hi res images of the garden (**NB available from 19.05.25**), head shot & short bio of designer, plant list, press release, short film of the garden (**NB available from 19.05.25**)

NB if you are experiencing any trouble accessing the above please contact
jess@silverballpr.com 07810 771177

PRESS DAY TIMELINE MONDAY 19th MAY 2025

Please visit The King's Trust Garden: Seeding Success to meet our designer Joe Perkins and Trust Ambassador Felicity Kendall.

Please contact Jess Russell-Perry on jess@silverballpr.com / 07810 771177 to arrange an interview with either Joe or Felicity.

Please contact Niall Mann for information on The King's Trust niall.mann@kingstrust.org.uk
07734 979877

07:00	garden designer Joe Perkins on the garden
08:00-09:45	Joe is available for interview
10:00	King's Trust Ambassador and TV star Tasha Ghouri wears striking floral headpiece symbolising how both seeds and young people can overcome adversity and thrive. Tasha will be on the garden where glass panels depicting seed dispersal will capture the morning sunlight
10:15	Tasha Ghouri will take a tour of the Chelsea Flower Show landmarks
10:30	Trust Ambassador Felicity Kendall will be on the garden
11:00–14:00	Trust Ambassadors – Felicity Kendall, Tasha Ghouri and DJ Cuppy will be on the garden and available for interview, as well as various other well known faces
15:00	garden closes in preparation for the Royal visit from HM The King

SUMMARY:

Generously supported by [Project Giving Back](#), the grant-giving charity that supports gardens for good causes at RHS Chelsea, The King's Trust Garden: Seeding Success, has been designed by award-winning landscape architect, [Joe Perkins](#).

Drawing parallels between seeds and young people, the garden showcases how plants can adapt, grow and flourish in challenging environments. The garden represents the resilience of young people and their ability to overcome adversity and thrive when given the right support.

Forms, textures and structures throughout the garden are drawn from the patterns and shapes of seeds and seed pods. Permeable, screen-printed glass panels, depicting various seed

dispersal methods, weave through the garden, symbolising the social mobility enabled by The King's Trust by helping young people facing hardship gain confidence and start careers.

Materials are either fully or partially recycled, recyclable or reclaimed and all hard surfaces and walling materials will be constructed using 'unbound' methods, eliminating the need for cement. This permeable approach is crucial for mitigating the intense rainfall events already experienced in the last few years and which are likely to continue in future.

Drifts of grasses and perennials in muted silvery greys and greens are accented with pops of colour. Structural trees and low-growing sub-shrubs such as *Ostrya carpinifolia* and *Phillyrea angustifolia* flank the basalt paths that culminate in a joyful, colourful space, reflecting the support and encouragement The Trust provides young people on their journey to employment and a stable and fulfilling life. Many of the plants are renowned for their resilience and adaptability; to grow and disperse seed within a single season or to regenerate after fire.

The King's Trust believes that every young person should have the chance to succeed, no matter what their background or the challenges they are facing. Many of the young people helped by The Trust are in or leaving care, facing issues such as homelessness, mental health problems, or have been in trouble with the law.

- 77% of young people said that having a job makes them feel as though they have stability in life
- 39% of young people have experienced a mental health problem due to being unemployed
- 84% of young people say access to green spaces (eg: parks, gardens, or nature reserves) is important for their mental health

The programmes offered by the charity give young people the practical and financial support needed to stabilise their lives, helping develop self-esteem and skills for work.

Following the show, the garden will be rehomed at Uxbridge College, West London where it will be used, developed and maintained by young people enrolled on The King's Trust programmes, other students and the local community.

The King's Trust helps tens of thousands of young people each year to build the confidence and skills they need to realise their potential. Three in four young people on King's Trust programmes move into work, education or training.

For more details regarding the garden relocation please contact Niall Mann niall.mann@kingstrust.org.uk and see below.

QUOTES

Jonathan Townsend, The King's Trust UK Chief Executive:

“Thanks to the generosity of Project Giving Back, we are proud to have our first ever garden at the RHS Chelsea Flower Show, helping us to celebrate the young people we have supported for almost 50 years to build confidence, get into work and create a better future for themselves.

“This generation of young people need our support more than ever, having shown incredible resilience and courage to battle the devastating impacts of recent years on their education, early careers and livelihoods.

“We hope our garden will provide the chance for others who believe in the potential of this generation to learn more about what we do and join us in our mission to ensure every young person has the opportunity to succeed in life.”

Please contact niall.mann@kingstrust.org.uk for quote from The King's Trust

Designer Joe Perkins:

“I am thrilled to be bringing this garden to RHS Chelsea and then on to its forever home at Uxbridge College. The Trust's work has had an incredible impact nationwide, and I've been fortunate enough to witness the remarkable difference it can make. I sincerely hope that this garden inspires support for young people during these challenging times.”

Please contact jess@silverballpr.com for quote from Joe Perkins

YOUNG PEOPLE involved in The King's Trust Garden: Seeding Success

[Some young people](#) have been working with Joe Perkins and his team on bringing this garden to life at Chelsea Flower Show.

[Alfie's story](#)

[Corrine's story](#)

For more information about the young people working on the garden please contact niall.mann@kingstrust.org.uk

GARDEN RELOCATION

The garden will be relocated to Uxbridge College, where it will be used by students on The King's Trust programmes (Team and Achieve). The relocation of the garden to the college ensures that its benefits will extend well beyond Chelsea Flower Show. It will serve as an outdoor learning space where students can engage with horticulture and hands-on practical gardening.

The experience of maintaining and evolving the space will teach valuable life skills, from teamwork to responsibility. Emotionally, the garden provides a calming and uplifting environment, offering young people a place to reflect, connect and find inspiration. The hope of The Trust is that much like the seeds the garden celebrates will continue to foster growth, confidence and opportunity for years to come.

IMAGES:

For hi res images of the garden from please contact jess@silverballpr.com

Media selection will be available from 19.05.25 please download [HERE](#)

NB Picture credit for all images is as follows: The King's Trust Garden: Seeding Success, designed by Joe Perkins for Chelsea Flower Show 2025, images by Clive Nichols

KEY SUPPLIERS:

Sponsor -	Project Giving Back
Contractor -	TLC The Landscaping Consultants
Trees -	Deepdale
Plants -	Kelways
Glass screens -	James Cockerill, Halt Glass Sam Ogilvie, Ogilvie Design Studio
Furniture -	Oli Carter Joinery
Water feature -	Richard Weaver, metalsmith

FURTHER INFORMATION:

SOCIAL MEDIA TAGS

@kingstrust @joeperkinsdesign @tlc @projectgivingback @elemis_uki @the_rhs

About The King's Trust (formerly The Prince's Trust)

The King's Trust believes that every young person should have the chance to succeed, no matter what their background or the challenges they are facing. We help those from disadvantaged communities and those facing the greatest adversity by supporting them to build the confidence and skills to live, learn and earn.

The courses offered by The Trust help young people aged 11-30 to develop essential life skills, get ready for work and access job opportunities. We support them to find work because having a job or running a business can lead to a more stable, fulfilling life.

Since The Trust was founded by HM The King in 1976, when he was HRH The Prince of Wales, we have helped more than a million young people across the UK. Three in four of those we supported over the last five years have moved into work, education or training.

We are pleased to have changed our name to The King's Trust, reflecting our Royal Founding President's continued dedication to our work. We remain committed to working for young people and enabling them to create a better future for themselves. By helping them today, the benefits will be felt for years to come – not just for those we support, but for their communities and the wider economy.

www.kingstrust.org.uk

About Joe Perkins

Joe Perkins is a multi-award winning landscape designer with almost 30 years experience designing and creating residential, commercial and public spaces in the UK, Southern France and Spain. He is a Registered Member of the Society of Garden Designers (MSGD) and an associate member of the Landscape Institute (LI).

Joe established Joe Perkins Design in 2018 and has gained a reputation for climate adaptive designs. Joe and his team share a passion for sustainable and sympathetic landscape design with a strong commitment to working within the context of place and alongside nature.

Recent projects include being awarded the highest accolade for The Shenzhen City Garden - The Community of Life at Shenzhen Flower Show 2023, a new garden space (launching 2025) at the National Trust's Grade 1 listed, historic Sheffield Park and Garden, and a current project across Europe for the Commonwealth War Graves Commission, with an emphasis on resilient and drought tolerant planting.

After involvement at the Chelsea Flower Show almost continuously since 2007, Joe earned the coveted title of the first ever designer to be awarded a gold medal, best in category and best construction for his debut show garden in 2019 with the 'Beyond the Screen' garden sponsored by Facebook and went on to earn a second Gold medal for 'Growing the Future' sponsored by Meta in 2022.

www.joeperkinsdesign.com

About Project Giving Back

Project Giving Back (PGB) is a unique grant-making charity that provides funding for gardens for good causes at the RHS Chelsea Flower Show. PGB was launched in May 2021 in response to the Covid-19 pandemic and its devastating effects on UK charitable fundraising - effects that have since been exacerbated by the cost of living crisis.

PGB will fund 10 gardens at the RHS Chelsea Flower Show in 2025 and intends to fund a total of 60 gardens inspired by a range of good causes from 2022 to 2026.

PGB aims to boost UK-based good causes by giving them an opportunity to raise awareness of their work at the high-profile RHS Chelsea Flower Show, as well as supporting the relocation of the gardens to permanent homes after the show where they can continue to benefit the charities and their communities.

Find out more at www.givingback.org.uk.