



**MATTHEW CHILDS  
DESIGN**



## **Terrence Higgins Trust Bridge to 2030 Garden**

**Site number: MA328**



### **Partners**

**Sponsor:** Project Giving Back  
**Garden built by:** Yoreland Design  
**Lead plant supplier:** Hortus Loci  
**Corporate partners:** Welsh Slate and MAC

**For more information about the garden,**  
including interviewing case studies and spokespeople,  
contact [fraser.wilson@ttht.org.uk](mailto:fraser.wilson@ttht.org.uk) or call 07931783084.

## PRESS RELEASE

### **Tombstone from 1980s AIDS advert ‘reclaimed’ at RHS Chelsea Flower Show 2024 in garden focusing on ending new HIV cases by 2030**

A falling tombstone engraved with ‘AIDS’ was the [centrepiece of the Government’s awareness campaign](#) at the height of the AIDS crisis in 1987, alongside the chilling message “it is a deadly disease and there is no known cure”.

The memorable health campaign undoubtedly saved lives – but there’s been huge progress in the fight against HIV since then. That’s why, almost 40 years later, the tombstone is being reclaimed by HIV charity Terrence Higgins Trust as part of its show garden – Bridge to 2030 – at this year’s RHS Chelsea Flower Show, which opens to the public on Tuesday 21<sup>st</sup> May.

The garden takes visitors on a journey from the fear and hopelessness of the 1980s to today where you can live a long, healthy life with HIV. The UK aims to be the first country in the world to end new HIV cases by 2030 and Terrence Higgins Trust is at the forefront of delivering that aim.

**Richard Angell, Chief Executive of Terrence Higgins Trust, said:** “There’s been huge progress in the fight against HIV since the 1980s, but too few people know about. That’s why we’re taking the inspiring message that we can be the first country in the world to end new HIV cases by 2030 to the Chelsea Flower Show. But currently that goal is possible not probable – which is why we hope those who visit or hear about our garden are inspired to join us in our life-changing mission to end this epidemic.”

The garden is the vision of award-winning designer Matthew Childs and has been made possible thanks to funding from Project Giving Back, the unique grant-making charity that funds gardens for good causes at RHS Chelsea.

**Matthew Childs, garden designer of Bridge to 2030, said:** “Our beautiful garden is the complete antithesis of where we were in the 1980s when HIV was a scary, fearful and dark proposition. While the original tombstone from those iconic adverts was symbolic of all that fear and darkness, we’ve reclaimed it as a bridge into our garden which is revealed as the water rises and falls. It’s surrounded by resilient crevice-style planting to symbolise the awe-inspiring strength of the HIV community over the last 40 years and their tireless fight for progress which means the end of new HIV cases is an achievable goal.”

The entrance to the garden is reminiscent of the flooded base of a rejuvenated quarry landscape. The water level rises and falls revealing a tombstone slate stepping stone, creating a bridge. The tombstone, which once represented fear, is now reimagined as a crossing leading to a beautiful secluded terrace symbolising a positive, hopeful future free from new HIV cases.

The garden is inspired by the recolonisation of plants in the redundant slate mines of North Wales by both nature and subtle interventions from ecologists and horticulturalists. To the front is a crevice garden, where plants grow in gaps between rocks. This represents the resilience of HIV activists who have survived through the most testing of times.

Granite boulders are scattered through the garden. One of these boulders balances precariously on the boundary and is supported by fragile sticks giving the illusion they are supporting its weight – representing those lost to HIV.

The UK government has committed to ending new HIV cases by 2030. The goal is possible thanks to highly effective ways of preventing, testing for and treating HIV, including the fact that people living with HIV and on effective treatment cannot pass it on to their partners.

**Louise Wallace, Positive Voices volunteer at Terrence Higgins Trust, said:** “When I was told I was living with HIV, my world completely changed. I spent the next 10 years in silence and didn’t tell a single person about my diagnosis. This resulted in low self-esteem and a lot of self-stigma based on out-dated myths about HIV. But, with the support of Terrence Higgins Trust, that all changed. The charity gave me the support, the platform and the framework to talk about living with HIV. That’s why I’m thrilled there is a garden about ending new HIV cases at Chelsea and I hope it will start many, many wonderful conversations about how much HIV has changed.”

## **ENDS**

**For more information**, contact Fraser Wilson, Head of Media & PR at Terrence Higgins Trust, on [fraser.wilson@ttht.org.uk](mailto:fraser.wilson@ttht.org.uk) or **07931783084**.

## **About Terrence Higgins Trust**

[Terrence Higgins Trust](#) is the UK’s leading HIV and sexual health charity, offering support, information and advice services for those living with HIV and affected by HIV or poor sexual health.

## 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 a total of 15 gardens at RHS Chelsea Flower Show in 2024 and intends to fund up to 60 gardens at the show from 2022 - 2026.

Find out more at [www.givingback.org.uk](http://www.givingback.org.uk).

## **About Matthew Childs**

Matthew Childs Design is an award-winning garden design studio having designed a diverse range of exciting landscapes both in the UK and internationally.

Our studio believes in the power of gardens to have huge benefits for mental and physical wellbeing and the starting point for all of our projects is the ethos that ‘Gardens are for people’ coined by landscape architect Thomas Church.

Our designs are tailored to each client, producing very human outdoor spaces which have a strong narrative, are a reflection of the people who use them and the surroundings in which they sit.

With the needs, aspirations, and enjoyment of people at the heart of our landscape designs we have seen first-hand how people then protect, nurture and maintain that landscape. The result is not only happy people, but a positive outcome for the environment too.

Gardens and public landscapes have an important role to play in tackling climate change and the studio is always excited about the potential our projects have to lead to positive

change. We seek out as many opportunities to enhance biodiversity and create habitats for wildlife reconnecting people with nature.

## **What we believe**

Gardens are for people:

- They have the ability to touch emotions
- They communicate mood, atmosphere and powerful messages
- Plants, gardens and gardening is a universal language and should be accessible to all
- They are beneficial for body and soul in terms of both physical and mental well-being If a garden works for people they will plant it, love it and nurture it and the environment and wildlife will benefit too
- Gardens have a key role to play in tackling climate change and biodiversity loss

## **Awards**

- House and Garden Top 50 Designers 2023 & 2024
- SGD Award 2022 winner of 'Medium Residential Garden' and 'Judges Award'
- RHS Hampton Court Palace Flower show 2022 – Gold medal, best in show, best construction
- RHS Hampton Court Palace Flower show 2019 – Gold medal, best in show
- RHS Hampton Court Palace Flower show 2018 – Gold medal, best in show, best construction
- RHS Chelsea Flower Show 2014 – Main avenue Silver-gilt medal
- RHS Hampton Court Palace Flower show 2013 – Gold medal and best in show
- RHS Hampton Court Palace Flower show 2012 – Gold medal and best conceptual garden

## **About the Garden**

The Terrence Higgins Trust Bridge to 2030 Garden raises awareness of their 2030 vision of no new HIV transmissions, where people living with HIV are supported and there is good sexual health for all in the UK. The garden explores the life experiences of those touched by HIV with a positive outlook.

We were inspired by the iconic 'Monolith' public service advertisement of the 1980s in which 'AIDS' was engraved on a tombstone within a dark, explosive slate quarry. The garden focuses on how much has changed since and takes inspiration from rejuvenated quarries returned to nature.

The tombstone (once symbolising fear) is now a bridge of hope across a pool reminiscent of the flooded base of a quarry. A leaning boulder supported by sticks represents those involved in the fight against HIV and those lost to the virus. A seating area, enclosed by trees and walls (inspired by mining ruins) provides for a sense of togetherness.

Materials have been chosen to reflect our inspiration, including feature boulders (some with saw/drilling cuts) and rills inspired by industrial legacy and cart tracks.

Resilient scree planting and the sanctuary of mining ruins clothed in woodland vegetation are metaphors for people coming together to make the 2030 vision a reality.

To the rear of the garden birches and pines provide dappled shade and a sense of enclosure. Resilient *Koelreuteria* trees are planted in the scree area

Welsh furniture designer Swyn Anwyl Williams has crafted the furniture within the garden and she has taken inspiration from Welsh stick furniture and local landscapes.

Elements of the garden are to be repurposed after the show to create a welcoming garden space outside the Croydon Sexual Health Centre at Croydon University Hospital.

## **Plant list**

### **Trees**

*Koelreuteria paniculata*

### **Shrubs**

*Coronilla valentina* subsp. *glauca* 'Citrina'

*Cotoneaster cambricus*

*Cotoneaster vilmorianus*

*Euphorbia pasteurii*

*Euryops pectinatus*

*Juniperus communis*

*Santolina rosmarinifolia* subsp. *rosmarinifolia* 'Olivia'

*Teucrium marum*

*Teucrium subspinosum*

*Thymus capitatus*

*Thymus serpyllum* 'Magic Carpet'

*Veronica cupressoides* 'Boughton Dome'

### **Alpines, Annuals, Grasses, Perennials and Succulents**

*Acaena microphylla*

*Alchemilla conjuncta*

*Antennaria dioica* 'Alex Duguid'

*Antennaria dioica* 'Rubra'

*Athamanta vestina*

*Anthyllis vulneraria* var. *coccinea*

*Armeria maritima* 'In the Red'

*Asphodeline lutea*

*Ballota pseudodictamnus*

*Centranthus ruber*

*Cotula hispida*

*Craspedia globosa*

*Delosperma nubigenum*

*Dianthus cruentus*

*Erigeron karvinskianus*

*Eriophyllum lanatum*

*Eschscholzia californica* 'Ivory Castle'

*Eupatorium capillifolium*

*Euphorbia deflexa*

*Euphorbia myrsinites*

*Euphorbia seguieriana*

*Galactites tomentosa*

*Geranium brevicaule* 'Nigricans'

Geranium pyrenaicum 'Bill Wallis'  
Gypsophila cerastioides  
Hylotelephium caudicicola 'Lidakense'  
Hylotelephium populifolium  
Iberis sempervirens 'Weisser Zwewrg'  
Iris germanica  
Leontopodium nivale subsp. alpinum 'Frozen Stars'  
Limonium bellidifolium  
Lotus hirsutus 'Fréjorgues'  
Matthiola incana 'Pillow Talk'  
Papaver somniferum 'Lauren's Grape'  
Phlox subulata 'Purple Beauty'  
Raoulia australis Lutescens Group  
Raoulia subsericea  
Raoulia tenuicaulis  
Saxifraga paniculata  
Saxifraga urbium  
Saxifraga 'White Pixie'  
Sedum acre 'Aureum'  
Sedum oreganum  
Sedum spathulifolium 'Cape Blanco'  
Sedum spurium 'Schorbuser Blut'  
Sempervivum 'Rita Jane'  
Silene schafta 'Splendens'  
Sisyrinchium 'Quaint and Queer'  
Sisyrinchium 'Raspberry'  
Sisyrinchium striatum  
Stipa tenuissima  
Verbascum 'Petra'

### **Bulbs**

Gladiolus byzantinus  
Nectaroscordum siculum

### **Marginal Plants**

Carex muskingumensis  
Iris sibirica 'Butter and Sugar'  
Juncus effusus  
Scirpus lacustris

Transition

### **Shrubs**

Grevillea juniperina  
Pinus mugo  
Rosa canina  
Rosa multiflora

### **Biennials, Ferns, Grasses and Perennials**

Alchemilla epipsila  
Alchemilla erythropoda  
Aquilegia chrysantha 'Denver Gold'  
Aquilegia chrysantha 'Yellow Queen'  
Aquilegia vulgaris  
Digitalis lutea

Dryopteris erythrosora  
Epimedium 'Asiatic hybrid'  
Epimedium × versicolor 'Sulphureum'  
Euphorbia cyparissias 'Fens Ruby'  
Lunaria annua 'Rosemary Verey'  
Meconopsis cambrica  
Polypodium vulgare  
Sagina subulata  
Teucrium scorodonia 'Crispum Marginatum'  
Woodwardia prolifera  
Zizia aurea

Woodland

### **Trees**

Betula pendula  
Pinus sylvestris

### **Shrubs**

Acer campestre  
Betula pendula  
Crataegus monogyna  
Rhamnus frangula  
Sambucus nigra

### **Climbers, Ferns and Perennials**

Adiantum capillus-veneris  
Anthriscus sylvestris  
Asplenium scolopendrium  
Asplenium trichomanes  
Athrium filix-femina  
Cornus canadensis  
Digitalis purpurea 'Alba'  
Dryopteris dilatata  
Dryopteris filix-mas 'Linearis'  
Geranium phaeum var phaeum 'Samobor'  
Hedera Helix  
Hedera Helix 'Wonder'  
Polystichum setiferum 'Plumosum'  
Soleirolia soleirolii

### **Statement of sustainability**

The Terrence Higgins Trust Bridge to 2030 Garden takes a holistic view of sustainability. We have considered new innovative techniques pushing the boundaries of what our visitors traditionally think sustainability is and widening the discussion to incorporate the three main pillars of sustainability: environmental, economic and social.

The environmental pillar sits at the heart of our design where we embrace reclaimed and by-product materials. Crevice style and scree planting are examples of xeriscaping techniques which improve the gardens resilience to our changing climate. We also utilise topography in the garden to recognise that the changing climate comes with extreme wet as well as dry periods and depressions in the garden become places for water capture. We strive to encourage visitors to consider alternative garden techniques that thrive with limited input.

Materials are locally sourced using sustainable construction methods, minimising waste, transport and the impact on our environment.

The social and economic pillars sit together as our garden celebrates local artisans and business 'from small Welsh communities; placing a spotlight on their craft, talent and local knowledge. By supporting these communities we strengthen local identity and support the livelihoods of those living within the national parks that the British public love and that are vital to the UK's environmental stability.

We believe the best way to engage show visitors to think more sustainably in their gardens is to demonstrate achievable solutions that go back to basics. Using locally sourced, natural, quality and durable materials in innovative, permeable ways. Also planting that follows 'Right plant, right place 'principles will allow us all to create gardens that are fresh in design, resilient and have longevity.

## **Materials**

The garden has introduced reclaimed materials to reflect our message of resilience and to embody our belief that reclaimed materials are characterful, beautiful and practical. Reclaimed timber for the gardens boundary wall and reclaimed slate walling, roof tiles and aggregate for paths and mulch have been used to reflect the sustainability story of British industry.

Slate plays a large role in this garden celebrating the British slate industry that has transformed from an industry of excessive waste to one where utilisation of every tonne of extracted slate is, where possible, used to create a diverse range of high quality long lasting products. Our corporate sponsor Welsh Slate aims to use 100% of slate extracted and are 90% of the way to achieving this objective. We have utilised by-product slate materials in the garden which were once considered waste, but are now a durable high quality landscaping material.

Slate is a naturally occurring product requiring energy only in the extraction, processing and transport of the material. Once quarried slate requires very little further processing, no artificial materials or chemicals are used in its production and products are often produced by hand rather than heavy machinery.

Slate has extremely low levels of embodied energy and carbon, particularly when combined with an expected product lifespan of over 100 years. As an example Welsh Slate Paving has a typical energy consumption of 35 MJ/m<sup>2</sup> and 2.1 carbon kg CO<sub>2</sub>/m<sup>2</sup> compared to a 20mm Ceramic tile of 432MJ/m<sup>2</sup> and 28 kg CO<sub>2</sub>/m<sup>2</sup>. Similarly 100mm Welsh Slate Walling has a typical energy of 138 MJ/m<sup>2</sup> and 73 typical carbon kg CO<sub>2</sub>/m<sup>2</sup> compared to a 76mm facing brick of 1150 MJ/m<sup>2</sup> and 73 kg CO<sub>2</sub>/m<sup>2</sup>.

Once slate building materials come to their end of life the material can be crushed and reused as a fill or drainage material. As it is chemically inert there will be no concern for alterations to the ph balance of soils or the water courses. Quarries are also sympathetically restored with reinstatement of natural materials and indigenous species to maintain and enhance the quarries location.

Through the development of the garden we have sought to limit the use of virgin concrete by using precast concrete blocks for footings that can be repurposed and any essential concrete will be delivered in volumetric lorries reducing waste. Any of this poured concrete will be crushed and used in sub-bases at the relocation site after the show.

## **Landscape and Planting**



The garden has been designed with xeriscaping at its heart eliminating the need for additional irrigation. Slate has been placed on edge, vertically deep within the soil, which provides a cooler environment for plant roots in the summer months but also retaining heat in the winter months; optimising growing conditions. The improved drainage also encourages plants to stretch their roots deeper into the ground improving overall resilience while reducing the impact of surface runoff.

The garden has been contoured to create pockets of moisture and dry areas; reflecting our changing climate needs. Resilient plants placed in appropriate conditions, moisture loving and drought tolerant, have been used to show the future of gardens in the UK.

Unusual plants such as *Cotoneaster cambricus*, with only 100 individual plants known in the wild, and *Saxifraga rosacea*, considered extinct in the wild, will feature in the garden continuing the conversation about environmental impact and supporting the story that change is possible.

**ENDS**