



Annual Report 2016



Patron: H.R.H. The Prince of Wales KG KT GCB OM AK CD QSO PC

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Above from left: *Michael Prideaux, Chair of Trustees; Donald Hearn, Retiring Treasurer; Nghi Nguyen, Trustee.* All portraits © Charlie Hopkinson.

Cover: Photo © Sue Snell.

Chairman's Review



2016 has been another very good year for Chelsea Physic Garden under the leadership of Sue Medway and her management team. The recent additions of the Medicinal Quadrant and the World Woodland Garden have greatly added to the interest in our display of plants useful to humankind.

As a result, we have been able to live up to Sir Hans Sloane's original idea of the Garden being 'London's Oldest Outdoor Classroom'. We have tantalised people, both at the Garden and off-site, with themes such as art, botany, chocolate, colour, fire, flight, perfumes, medicines, water and well-being. And Shakespeare's 400th Anniversary gave us the opportunity to look at the plants, poisons and potions of his era and how these were expressed in his plays and sonnets.

The steady increase in our visitor numbers and in the support from our Friends is very encouraging, while the importance of lettings, up 3.6% to £356,593 and representing some 24% of our income, can clearly be seen.

The quality of these three sources of revenue gives us quiet confidence for the future, especially if we can improve the results from retailing as well. The excellent surplus of £102,896 has enabled us to invest in planning for the improvements we intend to make by 2023, when we will celebrate the Garden's 350th Anniversary.

We believe we should capitalise on this milestone to ensure that we are as relevant for the future as we have been in the past because, in an increasingly urban society, plants and the well-being they provide matter to people even more. Our ambition is to transform our facilities so that a wider range of audiences can be inspired by a fascination for plants and their value to our lives. We will be able to make the most of the Garden's unique opportunities for learning and to secure its future.

This will require a substantial capital fundraising campaign, including a grant application to the Heritage Lottery Fund. The Trustees are under no illusion as to the scale of this task. But we firmly believe that, as the green jewel in the heart of London, we are the best place for learning about useful plants and that it will be well worth doing everything we can to keep it that way.

On behalf of the Trustees, I would like to thank all our staff and volunteers. Led by Jane Cousins, herself a volunteer, there are over 100 donating their expertise and support and we simply couldn't do without them. Deep gratitude also goes to the Foundations and Trusts who are so generous to the Garden, as well as to all our Benefactors, Friends and Grandiflora Patrons.

Michael Prideaux,
Chair of Trustees

Purpose



Sitting on the Thames Embankment, and sheltered by high walls, Chelsea Physic Garden is one of the oldest and most respected botanic gardens in Europe. It is the oldest in London, and only surpassed in age by Oxford Botanic Garden in the United Kingdom. Founded in 1673 by the Worshipful Society of Apothecaries of London for its apprentices to study medicinal plants and their uses, it became one of the most important centres of botany and plant exchange in the world.

The Chelsea Physic Garden's plant collection is unique in being the only botanic garden collection focussed on medicinal, herbal and useful plants.

Today, as an independent charity, we rely on visitors, Friends and supporters to help protect and nurture the Garden for future generations.



The mission of Chelsea Physic Garden is to:

- demonstrate the medicinal, economic, cultural and environmental importance of plants to the survival and well-being of humankind

Chelsea Physic Garden carries out this Mission for the public benefit by:

- providing programmes of educational activities, publications and events
- maintaining documented plant collections in labelled and interpreted displays in a historic botanic garden
- demonstrating the development of the science and practice of horticulture, botany and related disciplines through the historical role of the Garden
- promoting the importance of the conservation of plants and the natural environment



Above from top: *Bumblebee on Astrantia* © Charlie Hopkinson.

A volunteer Guide with Visitors. Photo © Charlie Hopkinson.

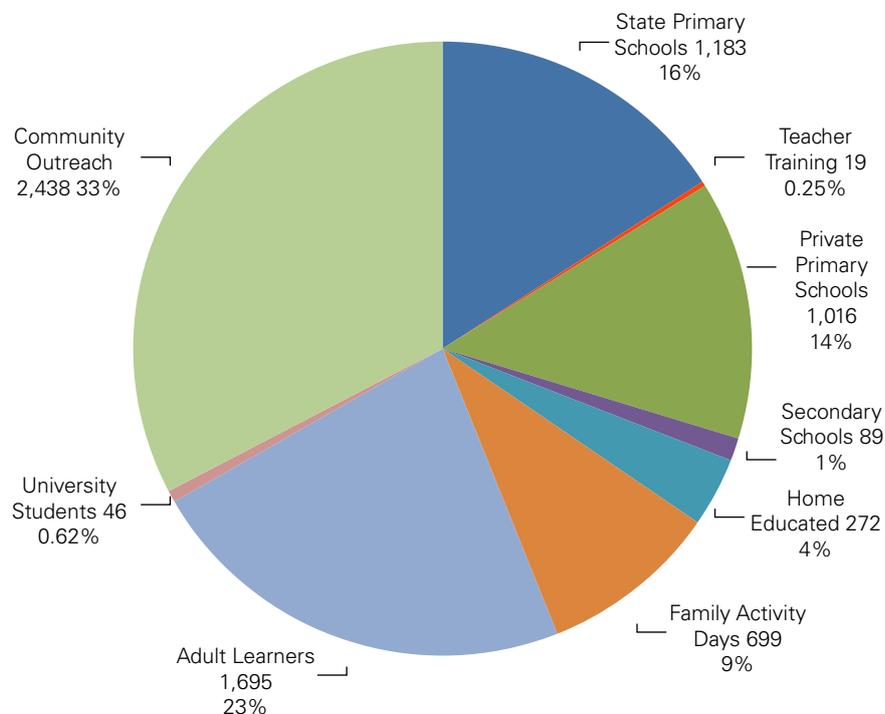
Sorting seeds. Photo © Sue Snell.

Learning at the Garden

Activities

Remaining true to Sir Hans Sloane's description of the Garden as being "London's Oldest Outdoor Classroom" the team engaged with 7,457 people on a myriad of topics – at the Garden and off-site. The Adult Learning programme linked our theme of scent for the year with a series of Thursday night Supper Talks covering diverse topics from *The eXcrement Factor: The History of Dung* by Dr George McGavin FLS FRGS British entomologist, author, TV presenter and explorer; *Dangers and Delights: Scents and Sensing in England* by Dr Mark Jenner, Reader in the History Department of the University of York and *The Fantastical World of Vegetal Scent* by the popular and award winning naturalist and author Richard Mabey.

TOTAL LEARNERS: 7,457



Outreach and Special Projects

We were involved in 60 events off-site – from science fairs to school assemblies and academic lectures and talks. We continued to work with a group of young offenders in the London Borough of Waltham Forest – helping to develop their food growing efforts. Our Shelf Life Project (where plants are grown in their corresponding product packages) received some new funding to allow for a better display as well as some educational resources for teachers and students.

Evaluation

As the John Lyon's Charity funded Outreach programme reached the end of its two year pilot, we commissioned Botanic Gardens Conservation International (BGCI) to undertake an evaluation project to scrutinise the Family, Schools and Outreach undertaken throughout the programme. Some useful feedback included the following:

"The staff here deliver to an unsurpassable standard. Very welcoming and tolerant of the children's learning needs" – mother on a home schooled visit to CPG.

"It made me get more interested in plants and now I really like learning about plants. And sometimes on the weekend I go on my tablet and like to go on websites about plants and read about them" – child in a focus group.

"I would like to see new themes introduced as we are about to have done them all. Some are so good that we've done them twice": family focus group

Partners and Collaborations

Chelsea Physic Garden contributes to and collaborates with a number of leading botanical, horticultural and related organisations. These include Botanic Gardens Conservation International; PlantNetwork; the Botanic Gardens Education Network; Plant Heritage; the Ethnomedica Project; the Royal Horticultural Society and the London Medical Museums Group. The Director and Curator is on the committee of London Gardens Network, an organisation that supports professional gardeners, providing networking and training opportunities, and has been appointed a Trustee of The London Gardens Society, a charity whose aim is to stimulate pride in the cultivation of flowers and home gardens.

Research at the Garden

The Garden assists with environmental and botanical research in partnership with various institutions; these include providing plant material to the Natural History Museum's fern and bluebell studies; Queen Mary University of London's research on *Welwitschia* and *Ephedra*; the Lichen Society's monitoring programme and weather data recording for the Meteorological Office. A current project at the Garden includes work on Atlantic Island species including *Argyranthemum* and *Trochetiopsis ebenus*. Plant material from these collections have been taken and will have ribonucleic acid extracted and sequenced using illumina technologies. This is being used in the study of the evolutionary genetics of rapid plant radiations particularly focussed in large mountain ranges and islands. Support is also being provided for research by the RHS into the migration of Solanaceae diseases from ornamental plants to commercial crops such as potatoes and tomatoes, along with a study focusing on bee hibernation and health. The Garden is also engaged in research in order to develop the ethno-medical plant collections on site.



The Florilegium Society

The Florilegium Society continues its work painting and drawing the plants grown at Chelsea Physic Garden, maintaining a tradition which dates back to the early 18th century. Since the inception of the Society, members have captured in minute detail examples of the living plant collection and they now represent a unique collection of 729 works held in the Garden's archive. These illustrations form a permanent and valuable record which are used for research and reference, also as inspiration for the shop.

Following an approach from Oasis UK, the high street fashion brand, a selection of 25 pieces of art from the collection was used to create a spring/summer range with associated Physic Garden point of sale and branding.

Some of the Society's founder members remain active. Along with other members, they are involved in promoting botanical art nationwide including submitting work, and receiving medals, at RHS shows and have work in the collection of the Hunt Institute for Botanical Documentation, part of the Carnegie Mellon University, Pittsburgh.



Above from top: Bruno Nevado collecting samples in the Atlantic Isles Glasshouse

Image from the Oasis Collection – a collaboration using the botanic art collection copyright Oasis UK

Projects and Developments

● Captivating Scents fresh:floral:foetid

The year-long theme of Scent provided a focus to be creative with the programme of over 80 different walks, talks and workshops with some well attended new additions like Grow your Own Scented Healing Garden and Rosa Rosa: A day with the Queen of Flowers.

A Scent Trail included the Sweet Pea Avenue, Perfumery Amphitheatre and an Abhorrent Arbour introducing seasonal planting throughout the year as well as highlighting plants in the permanent collection.

● Acoustic Barriers

Generously sponsored by some of our Grandiflora Patrons a project to introduce an acoustic barrier to the south western side of the Embankment boundary was completed. This has helped to reduce the impact of traffic noise. Supporting planting continues to improve this woodland collection.

● Glasshouses

Replacement of the heating system in the glasshouses has stabilised the environment for these important collections. An arrangement made with the horticultural department at The Royal Hospital meant that the Garden's outdoor tender collection normally overwintered in our glasshouses moved there, enabling our glasshouses to remain open to visitors throughout winter. We much appreciated their support.

● Cool Fernery

This funded project addressed the extreme damp penetration of the rear wall and required the removal of the entire plant collection and all the soil. The painted rear wall was cleaned, repaired, below ground "tanking" of the planting beds undertaken and then repainted. A new humus rich planting medium has been introduced and the plant collection will be returned in Spring of 2017.

● Library

A first for the Garden was the loan of one of its historic books. At the request of Singapore Philatelic Museum the loan of one of the historic books, Gerarde's Herball dated 1633 was made to support an exhibition staged by them called "*Shakin' it with Shakespeare*".

● Sustainable Practice

The Garden holds a Green Tourism Silver Award and seeks to follow best environmental and sustainable practice. The Garden's composting and recycling operations are registered as exempt under the Environment Agency's exempt waste operations scheme. Compost generated at the Garden is a valuable soil improver used throughout.

● Premises Licence

After lengthy consultation an updated Premises Licence was granted by RBKC. Limiting the maximum number of events outdoors, it enables the café to be open year-round for visitors and includes retail alcohol off-sales.



Above from top: *Shakin' it with Shakespeare*.
Photo © Singapore Philatelic Museum

Close up of the Cool Fernery showing the damp.
Photo © Conisbee

An image from the collection donated by Sue Snell. Photo © Sue Snell

People at the Garden

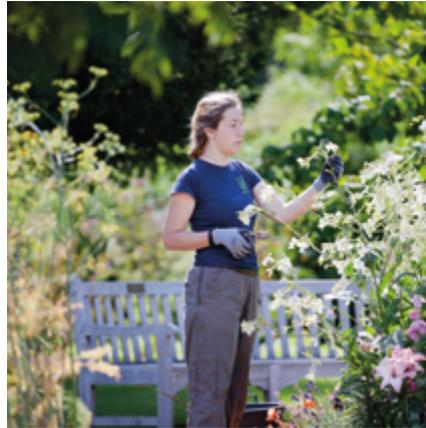


● Staff

The management team reporting to the Director & Curator has worked hard with their own teams of staff and volunteers throughout the course of the year and the overall success of the Garden, in all of its facets would not be possible without their commitment and dedication. During the year we celebrated the 20th anniversary of Michael Holland, Head of Education working at the Garden. Ian Kinnear joined as Events Officer in September and Jonathan Scott was appointed as Head of Visitor Operations in October. Joe Bassett was appointed as Gardener/Plant Records Manager on completion of his trainee programme, with Lucy Rowley taking on the Glasshouse Manager role. Beth Marshall joined as Gardener/Volunteer Manager. Olivia Paterson completed the two year Education Outreach pilot and secured another role in September.

● Horticultural Trainees

The Garden offers two broad-ranging practical traineeships in botanical horticulture each year, for which we depend on the generous support of a number of trusts, foundations and individual donors. The 2016 trainees are Errol Fernandes and Lilly Wassell. The high volume of requests for



short-term intern placements and volunteering opportunities has been managed by Beth Marshall with the aim of having volunteers working alongside the garden team daily. The Garden is fortunate to have been able to secure funding to support volunteers for these placements.

● Volunteers

Chelsea Physic Garden benefits greatly from the efforts of our many volunteers. Led by the Head of Volunteers, Jane Cousins, herself a volunteer and supported by a small team who help co-ordinate the training of new Guides, organise the winter lectures for volunteers and prepare the Guides' rota. The Garden tour guides provide a much-valued service for visitors throughout the season and during the year over 14,000 visitors joined one of the free tours.

Liz Thornton's upkeep of the Library and Archive allows the Garden to satisfy numerous research queries. The Growing Friends group, propagating plants for sale year-round and coordinating sales and displays for special events such as the Christmas Fair and the Snowdrop Days, goes from strength to strength under Charlotte Partridge. The production of the annual Index Seminum list,



the International Botanic Gardens seed exchange programme, rests with a small team of volunteers led by Nell Jones.

The 2016 Christmas Fair was supported by many hours of volunteer help ensuring success of this major fundraising event. Volunteers also do valuable work as ambassadors for the Garden, in particular Christine Hodgson and Anne Edwards, who give talks about the Garden. Our Volunteer beekeeper, Peter James, continues to manage the Garden's beehive.

Reception volunteers were a new initiative in 2016 and have been very successful in supporting our Reception and Visitor Services.

Above from left: Michael Holland Head of Education. Photo © Charlie Hopkinson

Lilly Wassell Trainee Gardener. Photo © Megan Taylor

Errol Fernandes Trainee Gardener. Photo © Megan Taylor

Financial Report 2016

Chelsea Physic Garden relies on grants and donations, in addition to operating income from admissions, lettings, our Friends' membership fees and retail income to sustain its needs and to fund its core activities.

Total income in 2016 of £1,501,081 was 5.9% more than 2015. Total expenditure was £1,398,185. As a result the net operating surplus is £102,896, compared with £177,971 in 2015. Retail trading has not performed as strongly as 2015; encouragingly venue hire and external events continue to perform well; fundraising activity to support specific projects has also been successful.

● Admissions

The main season for visitors remains April to October when the Garden is open Tuesday to Friday and on Sundays. During the winter season which runs from November to March, Friends and paying visitors are welcome but currently the Café and Shop are not open. In 2016, visitor numbers were 58,109 which is a 2.4% increase on 2015 (56,748). Visitor admissions income was £199,247, an increase of 2.8% compared to the previous year.

● Friends of the Garden

The Friends' membership scheme generates substantial funds without which the Garden could not continue its core educational and conservation activities. Our Friends support us further, in the shop, in the Café and by booking the Garden or one of the venue spaces for private functions. At the end of the year the total number of Friends had increased slightly from 7,045 in 2015 to 7,167, an increase of 1.7%.



*Views across the Dicotyledon Order Beds.
Photo © Charlie Hopkinson.*

● Book & Gift Shop

Shop sales were £173,966, (£184,825 in 2015) a decrease of 5.9%. Branded product continues to perform well as do books and greetings cards. Plants propagated by the volunteer Growing Friends are much sought after, notably those from the Garden's stock plants and seeds specifically labelled to indicate their provenance.

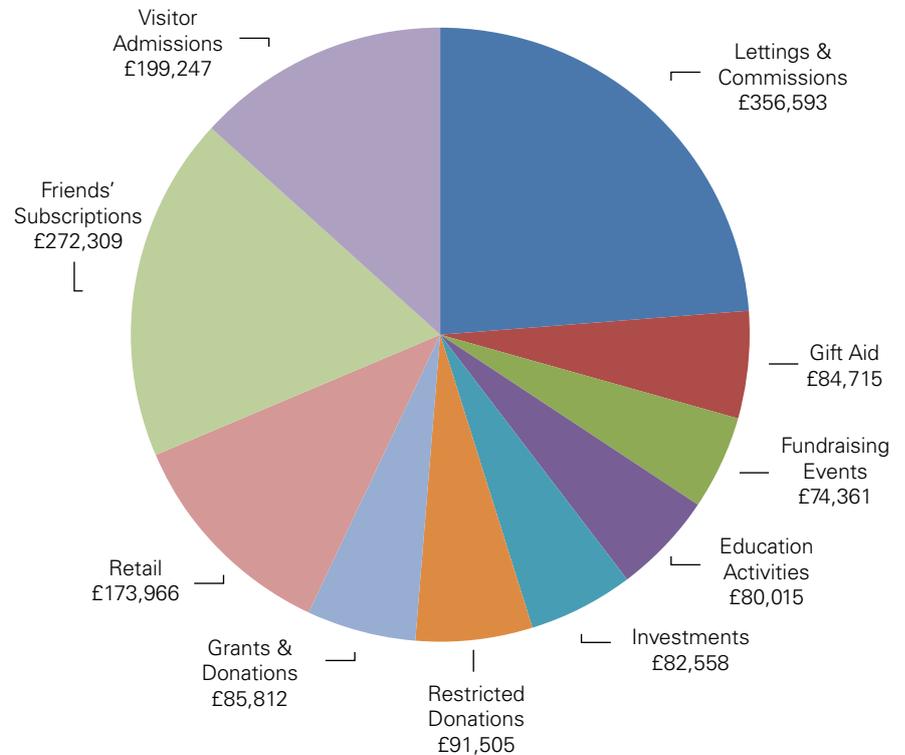
● Garden Lettings

The Garden remains closed to visitors on a Saturday in order to satisfy the demand for private hire and venue hire continues to be one of the Garden's most significant income streams. Income from lettings and related commissions was £356,593 (£344,120 in 2015) an increase of 3.6%.

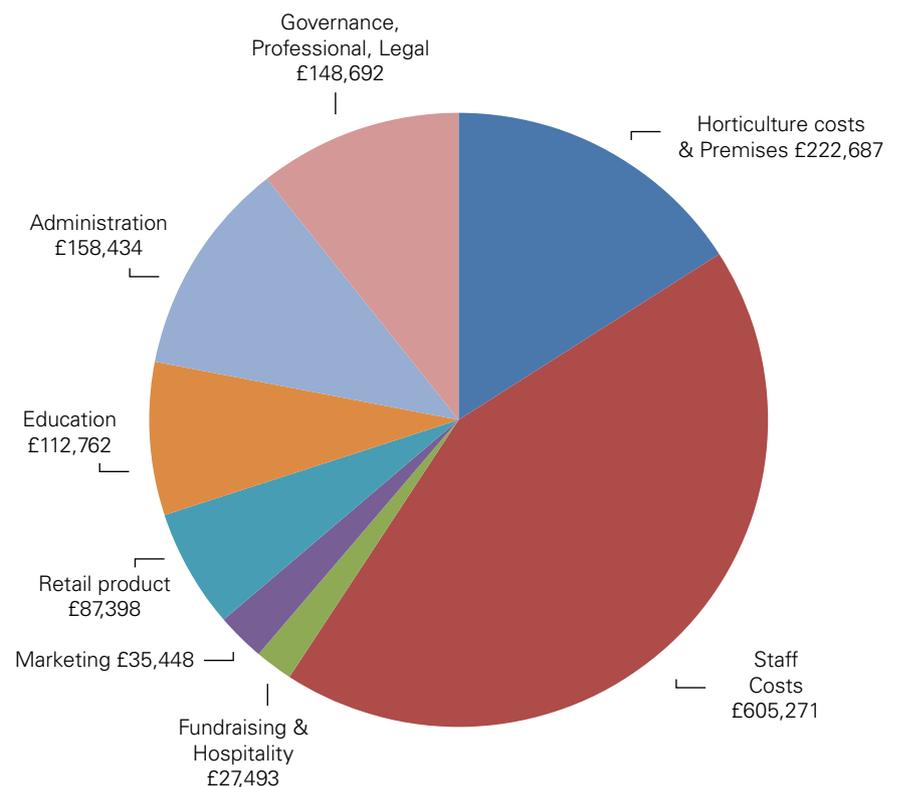
● Catering

Tangerine Dream Café continues to provide a popular service to visitors, making a worthwhile contribution to the overall experience for visitors and income to the Garden including the summer evening openings and catering for the majority of the adult education programme activities. The venue hire team worked with Tangerine Dream and a number of other catering contractors who provided services for private functions held at the Garden.

TOTAL INCOME £1,501,081



TOTAL EXPENDITURE £1,398,185



Fundraising at the Garden

● Valuing our Volunteers

When making applications for funding to Charitable Trusts and Foundations we are often asked "how many volunteers do you have?". Trusts recognise this "in kind" contribution made by volunteers when assessing applications. We have over 100 volunteers donating their expertise, willingness and support; we would not want to be without them. This year we have developed a new role of reception volunteer, helping to run the front office daily ensuring that visitors who cannot manage the steps at Swan Walk have as warm a welcome as all our visitors. Volunteers are woven into every aspect of our work, as Trustees and on committees, supporting education, managing research enquiries, growing plants for sale, cleaning and sorting seeds for international exchange, gardening, as guides and supporting a myriad of events including evening lectures and the important two-day fundraising Christmas Fair.

We are greatly indebted to all of our volunteers for their enthusiasm and hard work and we are pleased their commitment to us is recognised by our funders.

● Fundraising to Support Garden Projects

As an independent charity we rely heavily on the generosity of our Friends, on individual donors and charitable trusts and foundations.

We appreciated the generous support of the Eranda Rothschild Foundation, who once more provided the funding for our "Eranda trainee" Errol Fernandes. Established in 1993 every year the two trainee posts offered in the Garden are charitably funded. We received very generous support for

our second trainee, Lilly Wassell, appointed in September, with grants from the Ernest Cook Trust, Hartnett Conservation Trust and Lord Leverhulme's Charitable Foundation.

We completed a two year pilot project for the Education and Outreach Programme so generously funded by John Lyon's Charity. At its conclusion an evaluation report was commissioned giving us valuable feedback to inform future programmes. As the demand for our services grow, we continue to seek longer term funding to continue this work.

● Legacy Funding

The Garden continues to promote the need for people to consider supporting us with a gift of a legacy. Monday 12 September was the start of "Legacy Week", a week long promotion of how much more could be achieved with the help of legacies. Please see our website <http://chelseaphysicgarden.co.uk/get-involved/donations/> or speak to the Director for more details.

● Projects Funded

The Thomas Moore Cool Fernery project with funds raised in 2015/2016 will be completed early in 2017. We also thank the generosity of our Grandiflora Patrons who supported the full cost of Acoustic Panels on the Embankment boundary reducing the impact of traffic noise from this busy road. It was the sort of project which while modest in terms of content makes a huge difference to the quality of the experience for all our visitors by keeping noisy urban London at bay.

A full list of our funders is on page 10 however we record our thanks to every one of them, including those who wish to remain anonymous, without their generosity we would simply be unable to fund those projects which enable the Garden to offer a first class experience to its visitors.



Grants, Donations and Legacies 2016

Patron: H.R.H. The Prince of Wales KG KT GCB OM AK CD QSO PC

Acoustic Panels & General Donations

Chelsea Physic Garden Grandiflora Patrons

Horticultural Trainees & Research

Eranda Foundation
Ernest Cook Trust
Hartnett Conservation Trust
Lord Leverhulme's Charitable Trust
Stanley Smith (UK) Horticultural Trust

Horticulture

J Paul Getty Jnr Charitable Trust
Thornton Charitable Trust
Pamela Matthews Charitable Trust
Cadogan Estate
Lord Faringdon
David Laing Foundation
Chelsea Physic Garden Grandiflora Patrons
Peter Stormonth Darling Charitable Trust
The Merlin Trust Bursary
Royal Horticultural Society Bursary
Stanley Smith (UK) Horticultural Trust

Education

John Lyon's Charity
Dr M. Schoernig
Ms J. Braithwaite

Many others gave donations and wish to remain anonymous. We thank them all.

Grandiflora Patrons

Mrs C. Armitage
Mr L. Banks CBE VMH DL
Mr J. Bartos
Lady Benyon
Mrs J. Botts
Mrs D. Brice
Mr & Mrs P H G Cadbury
Earl & Countess Cadogan
Mrs R. Campbell-Preston
Mr C. & Baroness C. Chisholm
Mrs K. Daysh
Mr D. & The Hon Mrs S. de Laszlo
Ms L. Earle
Prof D. Edwards
Mrs E. Fiertz
The Hon. W. & Mrs Gibson
Mr P. Gregory
Mr L. Grossman CBE FSA
Mr D. & Mrs C. Harding
Lady J. Hiscox
Mr T. Holt & Mr G. Hugall
Mr H. & Mrs J. Johnson
Sir H. and The Hon Lady Keswick
Mr C. Kyriacoudis & Miss S. Belous
Mr and Mrs H Lopic
The Hon Lady Morrison
Mr M. & Mrs S. Prideaux
Mr H. and Mrs J. Rausing
Ms M. Samourkas
Dr M. Schoernig
Mrs E. Simonis
Mr M. & Lady H. Tennant
Mrs S. Troughton LL
Dr S. Vignes
Mrs G. Ward
Mrs L. Watson & Mr D. Philip

And other patrons who wish to remain anonymous

Gifts

Ms Sue Snell – an extensive archive of slides and photographs of the Garden
Mr Eric Taylor – a monograph of The Genus *Camellia* by Samuel Curtis



Rosa woodsii Lindl. Artist: Ainslie Ensom

Trustees, Directors, Committees and Staff 2016

Management Council

Colin Chisholm (Hon. Treasurer elect & Chair of Executive Committee)

Donald Hearn FCA (Hon. Treasurer & Chair of Executive Committee) retired 20 Dec

Sukie Hemming

Patricia Lankester

Lady Arabella Lennox-Boyd

Michael McGonigle

Nghi Nguyen appointed 4 Aug

Michael Prideaux (Chairman)

Sarah Speller

Company Secretary: Sue Medway

Executive Committee

Colin Chisholm

Donald Hearn FCA (Chairman & Hon. Treasurer) retired 20 Dec

Will Kenney

Cllr Emma Will (Royal Borough of Kensington and Chelsea)

Jill Preston (Chairman of CPG Enterprises Ltd) retired 20 Dec

Michael Prideaux (Chairman of Management Council)

Sarah Speller

Directors CPG Enterprises Ltd

Belinda Gooding retired 20 Dec

Paul Gray

Donald Hearn FCA retired 20 Dec

Margo Marrone

Jill Preston (Chairman) retired 20 Dec

Michael Prideaux

Company Secretary: Sue Medway

Advisory Committee

Jane Cousins (Head of Volunteers)

Dr Tim Cutler (Royal College of Physicians) retired Dec

Prof Mary Gibby OBE (Royal Botanic Garden Edinburgh) retired Dec

Prof Peter Hylands FRS (Royal Pharmaceutical Society)

Tony Kirkham (Royal Botanic Gardens Kew) appointed 24 May

Dr Paul Knapman (Worshipful Society of Apothecaries of London) retired Oct

John Koh (Libraries and Archives expert) appointed 24 May

Sally Petitt (Cambridge University Botanic Garden)

Michael Prideaux (Chair of Management Council)

Dr Peter Tooley (Worshipful Society of Apothecaries of London) appointed 13 Oct

Dr Ruth Taylor (Education Consultant)

Dr Mark Spencer (Natural History Museum)

Professor Michael de Swiet (Royal College of Physicians) appointed 13 Oct

Cllr Emma Will (Royal Borough of Kensington and Chelsea)

VACANT (Royal Society)

Staff

Director & Curator: Sue Medway

Head of Operations: Bob Peacock/Jonathan Scott

Head of Marketing & Commercial: Suzanne Reid

Finance Manager: Pat Howarth

Retail Manager: Linda Forrest

Business Support Manager: Lucy de Castro

Membership & Records Coordinator: Gill Disley

Marketing Officer: Lily Middleton

Events Officer: Ian Kinnear

Facilities & Reception Assistant: Cerstin Maryk

Finance & Retail Assistant: Georgie Soanes

Customer Services/Kiosk: Ramsey Meetook

Head Gardener: Nick Bailey

Deputy Head Gardener: Nell Jones

Gardener & Glasshouse Manager: Lucy Rowley

Gardener & Volunteer Manager: Elizabeth Marshall

Gardener & Plant Records Officer: Joe Bassett

Horticultural Trainees: Errol Fernandes and Lilly Wassell

Head of Education: Michael Holland

Education & Outreach Officer: Olivia Paterson

Freelance Consultants

Consultant Taxonomist: Susyn Andrews

Trust & Individual Fundraiser: Philomena Robson

HR Consultant: Jackie Hammond

Project Development: Sue Saville

Christmas Fair Coordinator: Michael Czerwinski

The contribution to Chelsea Physic Garden by its volunteers is immense. Their active support is greatly appreciated by the Trustees and staff.

Chelsea Physic Garden

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