



Annual Report 2017

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

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Above: Michael Prideaux, Chair of Trustees
© Charlie Hopkinson.

Cover: Joanna Braithwaite, volunteer helping
at a family workshop © Laura Stoner.

Chairman's Review

The decidedly lacklustre weather during Chelsea Physic Garden's Main Season made 2017 a difficult year. Our visitor numbers were 3.6 per cent lower, at 56,000 but income from admissions increased by 7.3 per cent to almost £214,000. There's also little doubt that, like other places people like to visit in Central London, we felt the impact of the unwelcome uncertainty caused by terrorist attacks and threats.

Although some visitors may have been deterred, our Friends remained wonderfully steadfast, with their number increasing by a little over 2 per cent to more than 7,000 for the first time. Our all-important income from venue hire held up well and Sue Medway and her management team controlled costs tightly. As a result, we achieved an operating surplus of £99,000, only marginally lower than in 2016.

Our overall theme for the year was plant-based fabrics and called *Weaves & Leaves – fabrics and the plants that make them*. It was an imaginative and creative display, opening the eyes of school groups and adults in equal measure. Seeing the plants growing and their fabrics hanging on washing lines nearby was not only engaging but fun too.

It was a wonderful example of the Garden's special ability to help visitors to learn about useful plants. We were also able to intrigue people with the history of silk, herbal medicine, chocolate, soap-making, herbivorous dinosaurs and forensic science. In addition, we successfully introduced a 'Medicinal Plant Summer School', featuring eight key plants that were of historical importance to the Garden. We examined their relevance and uses by drawing on both our living and archive collections, something we will increasingly aim to do in the future.

As I wrote last year, we intend to capitalise on our 350th Anniversary in 2023 to ensure that the buildings needed to support the Garden are fit for their 21st-Century purpose. The paradox is that London's oldest outdoor classroom needs better indoor facilities if it is to realise its true potential. We have made a First Round Application to the Heritage Lottery Fund, under their major grant scheme, and have also appointed our first full time Development Director, Joanna Wells.

I would like to congratulate Nell Jones on her promotion to Head Gardener and welcome Wendy Bowen, who joined us in January 2017 as Head of Marketing and Commercial. One of the many encouraging developments during the year was the way in which the entire staff came together to agree how the key themes of Plants, People and Place underpinning **Chelsea Physic Garden 350: Sowing the seeds of discovery** fit together.

Preparing the HLF application asked a great deal of everyone and, on behalf of the Trustees, I wholeheartedly thank our dedicated team of staff and volunteers. The total number of hours volunteered was just short of 12,000, a remarkable testimony to a sustained level of commitment.

Finally, my thanks, as always, to all our Benefactors, Friends and Grandiflora Patrons, as well as to the Foundations and Trusts who are so generous to the Garden. Without your help and support we would not be able to make ambitious plans for the future that are truly worthy of this wonderful Garden.

A handwritten signature in black ink, which appears to read 'Michael Prideaux'. The signature is fluid and cursive, with a long horizontal stroke at the end.

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 best 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, in the 18th Century 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: *Weaves & Leaves Display* © Laura Stoner.

Education Room © Laura Stoner.

Staff workshop © Sue Medway.

Learning at the Garden

Overview

The overall Garden theme for the year was textiles and entitled 'Weaves & Leaves – fabrics and the plants that make them'. This influenced the programme of educational activities for families, schools and adults which considered plant-based textiles in everyday use.

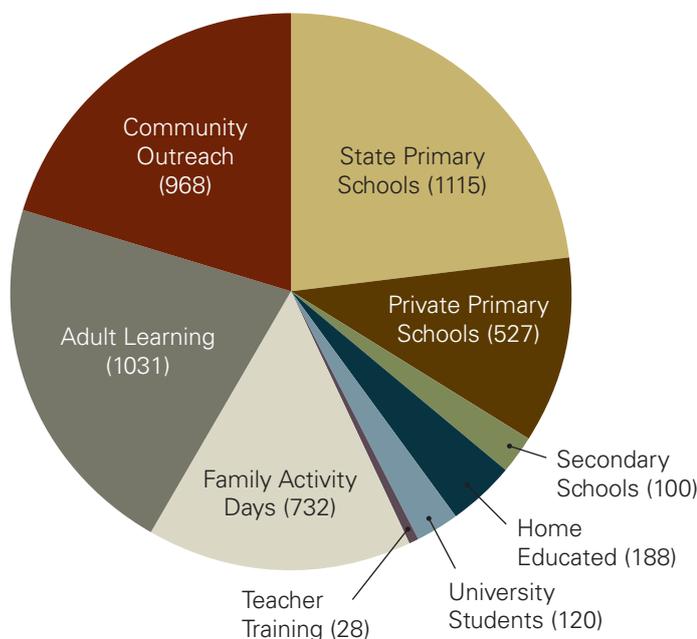
Activities

4,809 people from all walks of life have taken part in some form of learning activity during the year, either at the Garden or off-site. Topics included amongst others: the turbulent history of silk, herbal medicine, chocolate, soap-making, botany, nature-inspired art, herbivorous dinosaurs and forensic science.

Our Adult Learning programme included a series of mid-week Supper Talks, one day courses and garden tours. We successfully trialled a 'Medicinal Plant Summer School' using eight key plants historically important to the Garden, examining their relevance and uses and drawing on our living and archive collections.

Tertiary-level learners were welcomed from Tower Hamlets and Imperial College as well as the Universities of Sussex, Cork, and Boston and Michigan, USA.

TOTAL LEARNERS: 4,809



Waltham Forest growing project © Michael Holland.

Outreach and Special Projects

We were involved in 27 off-site events, Science Fairs, school assemblies, workshops and a talk to a local WI group. We continued to work with the Young Offenders team in the London Borough of Waltham Forest – helping to develop their food growing project. The profit from their sale of vegetables and fruit is given to Victim Support. We were invited to present at the Royal Institution's autumn family science fair – discussing notions of witchcraft, plant medicines and folklore.

The Head of Education pre-recorded a keynote speech highlighting our educational work which was shown to delegates attending The Chinese Academy of Science's First Youth Science Education Collaborative Development Forum at Wuhan Botanical Gardens, China in June, as well as to all the other botanical gardens in China.

Funding from City Bridge Trust and The Band Trust enabled the employment of an Education Outreach Officer and means that we are able once again to engage with schools and diverse groups and take our learning out into new communities, working with different audiences in their own environment.

Partners and Collaborations

Chelsea Physic Garden collaborates with a number of botanical, horticultural and other 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 Natural History Museum; Great Dixter; The Royal College of Physicians and the John Innes Institute. The Garden continues to share plant material across the world through the Index Seminum scheme. We are grateful for the support received from a number of staff at Royal Botanic Gardens Kew.

The Director is on the committee of the London Gardens Network, which supports professional gardeners, and is 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

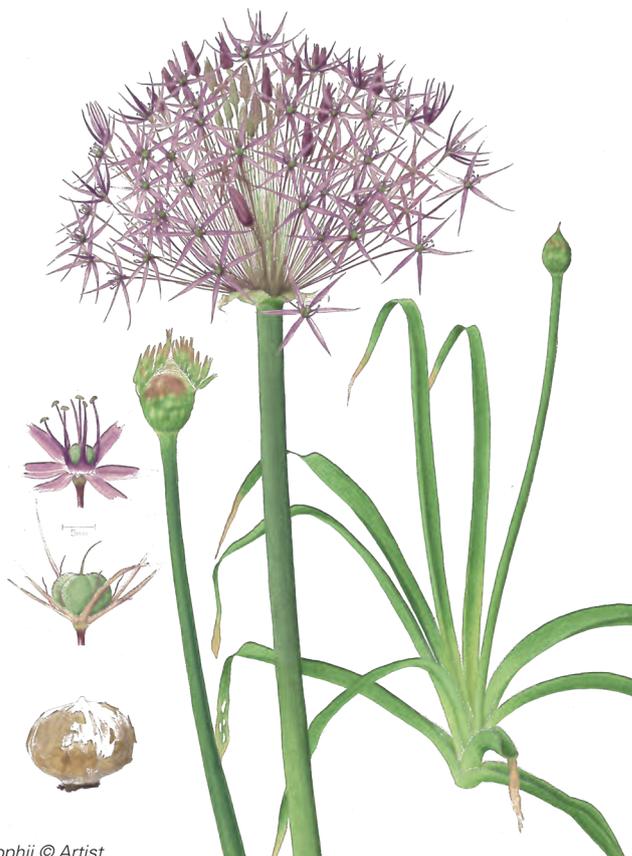
The Garden assists with environmental and botanical research in partnership with various institutions, such as Queen Mary University of London's research on *Welwitschia*. Detailed weather data recording is submitted to the Meteorological Office. Plant material from the only known *Viburnum congestum* originally collected by Roy Lancaster CBE VMH has been sent to Hilliers for propagation. This year we have been involved with the BIG (Britain and Ireland Garden) Flora project in collaboration with the RHS, who are creating an online resource documenting garden plants in the British Isles.

A group of students from University College London carried out three assignments based on primary research gathered from visitors. They compiled their ideal tour, wrote an article for the website and devised an education activity, all for assessment.

The Florilegium Society

The Florilegium Society continues its work painting and drawing the plants grown here, maintaining a tradition which dates back to the early 18th century. Since the Society's inception in 1995, members have captured examples of the living plant collection in minute detail and they now represent a unique collection of 762 works held in the Garden's archive. These illustrations form permanent and valuable records which are used for research and reference, as well as providing inspiration for the shop.

During the year members of the Florilegium Society were invited to visit the print rooms at Windsor Castle and shown some of the fine collection of botanical watercolours and drawings held in the Royal Collection. Viewed works included paintings by Alexander Marshal, Mark Catesby, and Georg Ehret as well as botanical drawings by Leonardo da Vinci. Later in the year Dr John Akeroyd talked to Society members about the wild flowers of Transylvania.



Allium cristophii © Artist
Andrew Brown.

Projects and Developments

Weaves & Leaves: Fabrics & the Plants That Make Them

This theme has involved highlighting plants in the collection from which fabrics are derived. These were then visually represented with hanging samples of different textiles alongside planting relating to the fabrics. The display included well known examples like Cotton and Flax as well as Pineapple and Eucalyptus.

The Miller Education Garden

We took the opportunity to refresh and refurbish this area of the history beds creating within it the Miller Education Garden, now a highly accessible learning space reinforcing our mission of plants for a purpose. We are very grateful to a number of charitable trusts, noted elsewhere in this report, for their generosity in making this possible.

The Herbarium

The diligence and quick response of volunteer Jill, who manages the Herbarium, meant that a pest infestation in summer was quickly noticed and action taken so that it did not spread throughout the collection. Every piece was checked and a number treated and frozen to kill off any eggs or larvae. This attack has brought into sharper focus the need to improve the environmental and storage conditions of our archive collections.

Plants:People:Place – sowing the seeds of discovery

Progress on defining the Garden's future vision as it heads towards its 350th anniversary in 2023 has been achieved. Centred on our mission as a learning institution we have defined our future learning priorities and reviewed the condition and importance of the archive collections in a national context. We have assessed our potential to raise the capital funds needed to undertake the activity and restoration programmes necessary to give us proper facilities to improve the access and experience for existing and new visitors.

We have developed ideas for working with partners as a way of reaching out from the Garden, recognising that our size and facilities, of necessity, will limit any substantial increase in activities here. A detailed fundraising programme together with a set of well-constructed plans will now be prepared to bring our vision from an aspiration into something more practical.

Education Outreach

We have secured two major grants which enabled the employment of a full time Education Outreach Officer to carry forward the outreach programme. Committed funding has been secured for three years which will enable the Garden to work with a wide range of schools and community groups locally and in outlying boroughs.



Above from top: A bound herbarium from the library collection in need of restoration © Larua Stoner.

Behind the scenes, the compost yard © Larua Stoner.

Children on an outreach workshop © Larua Stoner.

People at the Garden



Staff

Members of management reporting to the Director have 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 enthusiasm, commitment and dedication.

Staff Changes

Nick Bailey left to pursue his broadcast and writing career. Nell Jones was promoted to Head Gardener. Wendy Bowen joined as Head of Marketing & Commercial in January. Jo Farish joined as Event Officer full time mid-year as did Claire Farquhar as Operations Officer.

After 13 years as Retail Manager, Linda Forrest retired and Stephen Davies joined as Retail Sales Manager. Jennie Rickell joined in September as the Education & Outreach Officer. A new role of Development Director has been created to spearhead future fundraising activity and Joanna Wells joined us in early December.

Horticultural Trainees

The Garden offers two broad-ranging one-year practical traineeships in botanical horticulture each year, for which we depend on the generous support of a number of trusts, foundations and individual donors. Trainees Ruari Mostyn and Eilise McNicholas took over from Lilly and Errol. The high volume of requests for short-term intern placements and volunteering opportunities is managed with the aim of having volunteers working alongside the garden staff daily. The Garden is fortunate to have funding to support volunteers for these placements.

Volunteers

Chelsea Physic Garden benefits greatly from the efforts of our many volunteers.

Jane Cousins stepped down and Anne Edwards accepted the voluntary role of Head of Volunteers. Anne represents all volunteers and also sits on the Advisory Committee. She is supported by a small team of fellow volunteers who help coordinate the training of new Guides, organise the winter lectures and prepare the Guides' rota. A new role of Garden Steward is proving invaluable on open days helping with orientation, offering short

introductions and with general visitor enquiries.

Liz Thornton has maintained the Library and Archive for more than 20 years, satisfying numerous research queries. She has been assisted this year by Amanda Claremont.

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 spring opening, 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 overseen by the Head Gardener.

The 2017 Christmas Fair was supported by numerous staff and volunteers ensuring the success of this major fundraising event.

The total number of volunteered hours recorded in 2017 was an amazing 11,922.

Above from left: Eilise McNicholas Trainee © Nell Jones.

Ruari Mostyn Trainee © Sue Medway.

Mary Crawford who used to volunteer, now 100yrs old. Photo © Amy Byrne.

Financial Report 2017

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 2017 of £1,596,799 was 6.4% more than 2016. Total expenditure was £1,497,779. As a result the net operating surplus was £99,020 compared with £102,896 in 2016. Retail trading had a very difficult year with net profit 55% lower than 2016, and lettings and commissions were also slightly down on the previous year. Auto enrolment has increased pension contributions by 50%

year on year. Fundraising activity to support specific projects has, however, 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 from November to March, visitors are welcome but currently the Café and Shop are not open. In the year, visitor numbers were 56,012 which is a 3.6% decrease on 2016 (58,109). Income from visitor admissions was £213,747, an increase of 7.3% 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 hires. At the end of the year the total number of Friends had increased by 2.2% from 6,981 in 2016 to 7,136.



*Autumn Display in the Edible Garden.
Photo © Laura Stoner.*

The Shop

Retail sales turnover was £150,692, a decrease of 13.4% on 2016. In line with many retailers the Garden has found the year challenging. The Directors of CPG Enterprises have required the overall stockholding to be reduced. There has been a review of product and the shop layout changed to improve its attractiveness for both new and repeat visitors. An on-line shop was launched at the very end of the year to coincide with an update of the website.



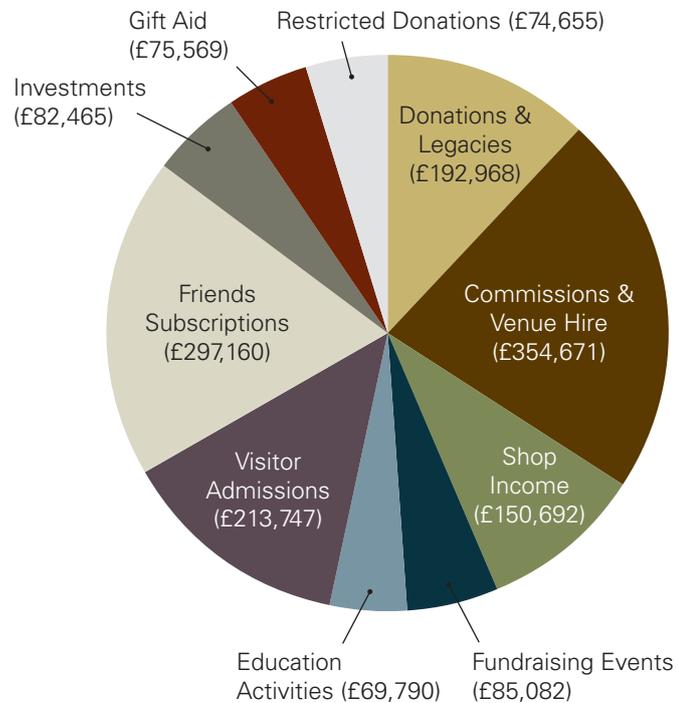
Garden Lettings

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 £354,671 (£356,593 in 2016) a slight decrease of 0.5%.

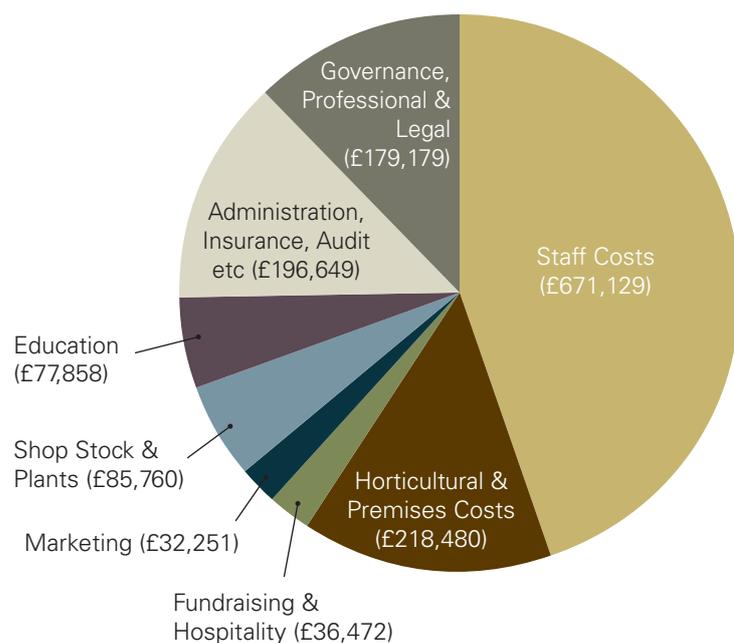
Catering

Tangerine Dream Café continued to run the café. The venue hire team worked with them and a number of other caterers who provided services for private functions held at the Garden.

TOTAL INCOME £1,596,799



TOTAL EXPENDITURE £1,497,779



Fundraising at the Garden

Legacy Funding

The Garden was delighted to receive a legacy totalling £70,134 from a longstanding Friend of the Garden, Brian Corrigan. This legacy was an unexpected and very valuable gift. The Trustees have put it towards our project to transform the Garden's buildings and the gift will make a lasting contribution to achieving our goal. If you would like a confidential discussion about leaving a gift in your will please contact the Director on 020 7349 6470.

Garden projects

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

Established in 1993 our trainee programme provides experience to those in their early career, giving them 'on the job' experience in a botanic garden. We particularly appreciate the generous support of the Eranda Rothschild Foundation, who once more provided the funding for our "Eranda trainee" Ruari Mostyn. We received grants for our second trainee, Eilise McNicholas, appointed in September, from the Finnis Scott Foundation and the Stanley Smith (UK) Horticultural Trust.

The refurbishment and reinterpretation of the history beds, with the creation of the Miller Education Garden, has been made possible by generous gifts from The Steel Trust, the Barbers' Company, the Charlotte Bonham-Carter Charitable Trust and the Pamela Matthews Charitable Trust and we are indebted to them for their continued support.

We were delighted to receive multi-year grants from the City Bridge Trust and The Band Trust to

support a three year programme towards growing our work with new audiences and visitors.

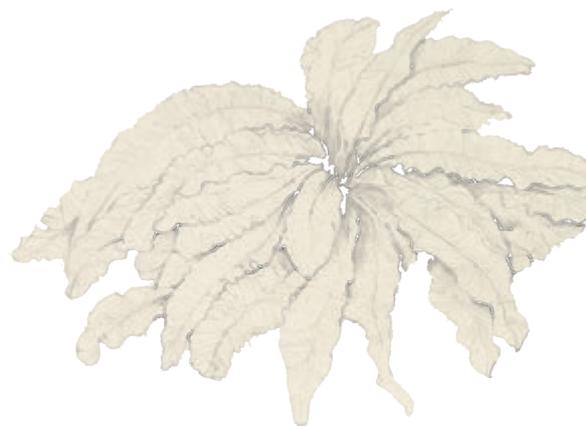
The funding has enabled us to employ an Outreach Officer. She is working with schools and community groups, such as young offenders, groups supporting homeless people or adults who may be socially isolated, enabling them to enjoy horticulture and better understand the Garden's collection. Staff take our work outside the Garden, for instance to demonstrate the link between growing plants and food consumption, and to celebrate the relevance of plants in different cultures.

Projects funded

Work in the Cool Fernery was finished with funds raised in 2015/2016; the damp proofing, repainting and soil replacement were undertaken, the plant collection was returned and new interpretation completed the project.

The partners (staff) at Peter Jones voted to give some of their Community Fund to the Garden in support of the volunteer training and development programme with a cheque presentation.

A 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 unique experience to the general public, community groups and schoolchildren.



Asplenium scolopendrium © Artist
Guy William Eves 2014.

Grants, Donations and Legacies 2017

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

General

Chivas Brothers Limited (Beefeater Gin)
David Laing Foundation
Peter Stormonth Darling Charitable Trust
Stonewall Park Charitable Trust
Transform Foundation (in kind)
Sir John Swire 1989 Charitable Trust

Legacy

The Estate of Mr B.C. Corrigan

Garden Projects

Lord Faringdon
Company of Leathersellers
Mr T Oliver
Charlotte Bonham-Carter Charitable Trust
The Barbers' Company
Mrs J Braithwaite
The Steel Charitable Trust

Horticultural Education, Trainees & Interns

Eranda Rothschild Foundation
Finnis Scott Foundation
Stanley Smith (UK) Horticultural Trust

Volunteers

John Lewis Community Matters Fund

Education

Dr M. Schoernig
City Bridge Trust
The Band Trust

Library Projects

Thornton Charitable Trust

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 E. Benyon
Mrs J. Botts
Mrs D. Brice
Mr & Mrs P H G Cadbury
Earl & Countess Cadogan
Mrs R. Campbell-Preston
Mr C. & Baroness 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 Lepic
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



Wendy Bowen & Sue Medway receiving a cheque from Peter Jones Staff © John Lewis Partnership.

Trustees, Directors, Committees and Staff 2017

Board of Trustees

Cathy Arnold (appointed November)
Colin Chisholm (Hon. Treasurer & Chair of FinOps Committee)
Paul Gray
Sukie Hemming
Anna Jobson (appointed November)
Tony Kirkham
Patricia Lankester
Lady Arabella Lennox-Boyd
Michael McGonigle
Nghì Nguyen
Michael Prideaux - Chairman
Sarah Speller
Company Secretary: Sue Medway

Finance & Operations Committee

Colin Chisholm - Chair (Hon. Treasurer)
Paul Gray
Will Kenney
Monica Lucas
Michael Prideaux (Chairman of Trustees)
Sarah Speller
Tony Wheeler
Cllr Emma Will (Royal Borough of Kensington and Chelsea)

Directors CPG Enterprises Ltd

Colin Chisholm (Hon. Treasurer)
Paul Gray
Monica Lucas
Michael Prideaux
Tony Wheeler
Company Secretary: Sue Medway

Advisory Committee

Dr Helen Charman (Learning Specialist)
Dr John David (Royal Horticultural Society)
Professor Michael de Swiet (Royal College of Physicians)
Anne Edwards (Head of Volunteers)
Prof Dianne Edwards (The Royal Society)
Prof Peter Hylands FRS (Royal Pharmaceutical Society)
Tony Kirkham – Chair, Trustee (Royal Botanic Gardens, Kew)
John Koh (Libraries and Archives expert)
Michael Prideaux Trustee
Dr Mark Spencer (Forensic Botanist)
Dr Peter Tooley (Worshipful Society of Apothecaries of London)
Cllr Emma Will (Royal Borough of Kensington and Chelsea)

Staff

Director: Sue Medway
Management Team:
Head of Operations: Jonathan Scott
Head of Marketing & Commercial: Wendy Bowen
Development Director: Joanna Wells (appointed December)
Finance Manager: Pat Howarth
Business Support Manager: Lucy de Castro
Head Gardener: Nick Bailey / Nell Jones
Head of Education: Michael Holland

The Garden is supported by a small team of staff and an active growing cohort of volunteers. A list of staff is available on the website <https://www.chelseaphysicgarden.co.uk/meet-the-team>. The contribution to Chelsea Physic Garden by its staff and volunteers is immense. Their enthusiasm, engagement and active support is greatly appreciated.

Chelsea Physic Garden
66 Royal Hospital Road, London SW3 4HS
www.chelseaphysicgarden.co.uk
Telephone +44 (0)20 7352 5646