



Annual Review 2019



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

Chairman's Review

I find it tragic to be writing about Chelsea Physic Garden's best year ever in the midst of the very serious impact that the COVID-19 pandemic is having on the Garden and its finances in 2020.

In 2019 we welcomed 70,914 visitors to the garden, an increase of 5.8% on 2018 and we achieved a net operating income of £251,474 compared to £87,924. Sue Medway and the Senior Leadership Team also made excellent progress with the plans to improve the Garden's facilities, the first stage being the restoration of the historic glasshouses, at a cost of £2.75m.

Thanks to the generosity of a number of trusts and individuals, we have raised around £1 million so far.

The Trustees are extremely grateful to the National Lottery Heritage Fund for the Development Grant of £172,500. We are on track to submit our application for a further £680,700 to support the Delivery Phase, after which we need an additional £1 million. Any donation, large or small, will make a difference, so please get in touch if you can help.

Our results in recent years, the relative strength of our reserves and our imaginative plans for the future, meant that we were as well-placed as possible when we were hit by the national lockdown in March 2020. But losing approximately £40,000 a week of budgeted income for 13 weeks, and having only 20% of our normal number of visitors with hardly any venue hire since re-opening on 8 June, is making 2020 a very challenging year indeed.

The Senior Leadership Team are vigilantly monitoring cash flow. They are also doing their best to cut costs, without undermining our horticultural standards or, as far as possible, losing the all important fundraising momentum we have built up to enable us to make vital improvements to the Garden's facilities. A realistic budget for 2021 is being prepared and the Trustees have authorised a drawdown of £500,000 from our Endowment Funds. These currently stand at a little over £3 million and generate vital income for the Charity.

More than ever, my thanks go to my fellow Trustees for the work they do in both supporting and constructively challenging the Senior Leadership Team and to our wonderfully committed staff and volunteers, who have coped brilliantly with the challenges of these unsettling times.

Chelsea Physic Garden will get through this period of uncertainty to celebrate its 350th Anniversary in 2023 and will continue to inspire both adults and children to learn about the unique value of useful plants and the role they can play in all our lives.

Images: Front cover:
Claire helping make flower
crowns at the Chelsea Fete
in Duke of York's Square
© Cadogan Estates

Opposite:
A Comma (*Polygonia
c-album*) butterfly
© Laura Stoner-New



**Michael Prideaux,
Chair of Trustees**

Mission & Purpose

Our Mission is:

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

Our 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, in England, by Oxford Botanic Garden.

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.

Chelsea Physic Garden's plant collection is unique in being the only botanic garden collection focused 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.

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 an 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 Garden, conservation of plants and the natural environment.

Learning

In 2019 our Education Department became the Learning & Public Engagement Department. This departmental refocus demonstrates our commitment to learning being at the heart of every experience at the Garden.

This year we continued to build on our successful engagement programme for schools, families and adult learners, and established our first Learning Strategy to provide a path for our future.

Our 5 Learning Values

Discovery Through Stories

Opening up the Garden and its collections to reach and engage with our audiences

A Garden for All

Developing programmes of activities to promote inclusion and to reduce social isolation, whilst teaching people skills for life

Healthy Cities & Communities

Generating understanding of the role of urban green spaces to support personal wellbeing and create healthy communities

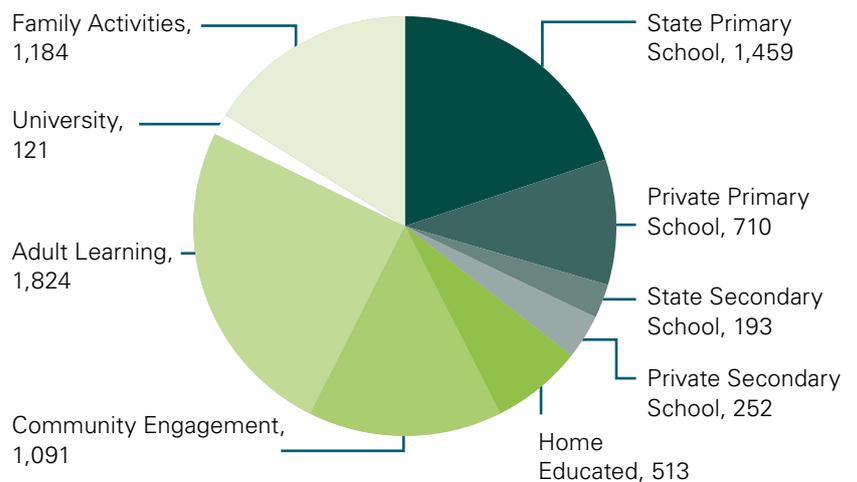
Environmental Ownership

Promoting behavioural changes to empower and enable everyone to care for the planet, making habits for life

Strong Foundations

Establish sustainable practice throughout the management of the department, in order to contribute to the vision, mission, values and organisational sustainability of CPG

2019 total learners: 7,347



Community Engagement

The Garden is an important local green space, and we are passionate about connecting people with the power of plants. Our engagement programmes are possible due to the support of the Band Trust, City Bridge Trust and the John Lyon's Charity, who fund two staff posts, and also some of our learning programmes.

We facilitated a street art mural at our community space, Elkstone Road, in North Kensington, with local artists 'in progress', residents and schools coming together to create the work. Together with the Octavia Foundation we ran an intergenerational project collating stories of the King's Road through the 1950s–80s.

Our **Help Us Grow** programme of horticultural therapy for adults in recovery from long-term illness and substance misuse ran twice in 2019. The transformative impact of this course on people's lives has seen us expand the programme annually since it first launched in 2018. In 2020, due to demand, we will run our first Alumni programme.

Image: Left: Street Art mural being created at Elkstone Road



Collaborations

Images: Below:
A Chelsea Pensioner
sporting a flower crown
© Frances Sampayo

Right: The café area at the
Royal Brompton & Harefield
NHS Trust hung with the
Florilegium's artwork
© Frances Sampayo

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 Royal Horticultural Society and the London Medical Museums Group.

We assist institutions in providing information and material for research and projects including:

- **The High Ground Charity:** Based at Stanford Hall in Leicestershire this therapeutic garden charity assists with the rehabilitation of injured service personnel. The Head of Plant Collections visited and supported them with advice in setting up a Physic Bed including plant material and seeds. Rooted cuttings from our Pelargonium collection have gone into a glasshouse near their neuro ward providing a sensory experience for patients using plants.
- **Imperial College London:** Providing compost samples over a 10-week period to a student who is modelling the biodegradation of compostable plastics in compost. Also 10 of their medical students honed their communication skills by creating and delivering their own curated tours of the Garden and its collections to visitors.
- **Fulham Palace** have collected plant material to help with their Bishop Compton beds project.

The Chelsea History Festival

As founding partners, together with the National Army Museum and The Royal Hospital, we launched the inaugural Chelsea History Festival in September 2019. The Garden was open free to visitors over the weekend. Over 200 families took part in activities focused on the work of Mary Seacole, and visitors attended talks on topics such as mudlarking, urban forests, the role of healers in time of war and the sanctuary of gardens in warzones.

The Florilegium Society

Chaired by Dugald Graham-Campbell and supported by an active committee and group of gifted botanic artists, the Florilegium Society continues its work painting and drawing the plants grown at the Garden, maintaining a tradition which dates back to the early 18th century. Since the inception of the Society over 20 years ago, members have captured in minute detail examples of the living plant collection and they now represent a unique collection of work held in the Garden's archive.

A seasonally changing selection of the Society's work is exhibited in the foyer next to the Shop.



The Art & Healing Power of Plants

In collaboration with the Royal Brompton & Harefield NHS Trust, the Art & Healing Power of Plants told the story of how plants have been used to support the medical treatment of lung and heart conditions through the work of our Florilegium Society. The exhibition ran across the Royal Brompton Hospital, Harefield Hospital and Chelsea Physic Garden where the work of the Florilegium was displayed out in the Garden for the first time ever, alongside the plants depicted. A programme of activities ran alongside the exhibition including the rehabilitation of the courtyard space at the Royal Brompton Hospital.

This exhibition was made possible with the support of The Goldsmiths' Company Charity and The Foyle Foundation. In 2020 the exhibition will tour with the Saolta Arts Trust in Galway, Ireland.

**CHELSEA
HISTORY
FESTIVAL**



Glasshouse Restoration and Interpretation

Planning the restoration and reinterpretation of the Garden's Victorian Glasshouses is nearing completion with the support of the National Lottery Heritage Fund (NLHF) first round grant, individual gifts and grants from charitable trusts and foundations.

Schedules of timber, metalwork and glazing repairs have been compiled, access improvements proposed, and surveys have been undertaken that have led us to plan substantial improvements in rainwater harvesting.

A complete review of the Garden's Living Collections with research into the history and changes to the layout of the Garden and planting including the Glasshouses are captured in a Living Collections Conservation Plan. This plan, which includes our archive collections, will guide future care and development of our precious collections.



Glasshouses Funding

Funding for the restoration project up to RIBA Stage III is fully secured. Fundraising to raise the balance of funds needed for the Glasshouse project to progress from Stage III to completion is likely to be slightly delayed and the impact of this is being reviewed in the light of the anticipated submission date of a Second Round application to the NLHF.

The Garden's fundraising is carried out by its own small fundraising team employed directly by the charity. The Garden is registered with the Fundraising Regulator and it follows the Code of Fundraising Practice in its activities. Both staff are members of the Institute of Fundraising to ensure best practice and compliance in their work.

The charity did not receive any complaints in the past 12 months as regards its fundraising practice or activities. We continue to ensure that all of our fundraising activities are monitored, particularly where this relates to vulnerable beneficiaries, to ensure that they are protected.

Images: Above:
Jess, tending the
Glasshouse collections
© Laura Stoner-New

Left: Young students
looking at new growth on
Theobroma cacao



GLASSHOUSES
RESTORATION
APPEAL

People

“In a year which has been the Garden’s most successful to date, it is a great pleasure to work with a team of such committed staff and volunteers whose enthusiasm and desire to constantly improve themselves and the experience for visitors is humbling.”

Sue Medway, Director

Staff

Image: Right: Michael Holland and Leader of RBKC Cllr Elizabeth Campbell
© Laura Stoner-New

Below: The summer bedding scheme going out in the Summary Bed
© Laura Stoner-New

After more than 20 years Michael Holland, Head of Education has taken up a freelance career, his last day coincided with the publication of his first book. We acknowledged his contribution to building the Schools & Families Programme and for inspiring a generation of young people with an interest in plants, botany and wildlife.

A list of staff is maintained on our website www.chelseaphysicgarden.co.uk



Volunteers

The Garden’s team of 127 volunteers provides invaluable support across the charity and their numbers continue to increase. We recruit volunteers throughout the year to support all areas of our activity to improve our care of the Garden, our collections and the standard of service offered to visitors. Around 30 volunteers support horticulture; 10 in administration; whilst our cohort of 65 guides, stewards and admin support help to open the Garden to the public. An annual programme of new guide recruitment and training ensures that the free guided tours offered to visitors continue. Other volunteers propagate plants for sale, or collect, prepare and package seeds for distribution to international botanic gardens via the Index Seminum. Volunteers also support delivery of the schools, outreach and family activity programme. They undertake specialist functions including preparing dried plant specimens for the herbarium, plant labelling, bee-keeping, as well as administration, cataloguing the library and archive and responding to research enquiries.

Financial Report

We rely on grants and donations, in addition to operating income from admissions, venue hire, our Friends' supporter scheme and retail income to sustain our needs and fund core activities.

Total income in 2019 of £2,243,249 is 20.5% more than 2018. Total expenditure has increased 12% to £1,991,775. We generated a net operating surplus of £251,474 compared to £87,924 in 2018. Fundraising to support the Glasshouse appeal and specific projects have been successful; retail saw a 17% increase in sales, venue hire decreased 1%; fundraising events a 17.6% increase.



Admissions

Our website www.chelseaphysicgarden.co.uk is kept up to date with the opening times and admission prices which vary seasonally. Total visitors for 2019 have seen the highest number yet recorded to the Garden over the increased number of open days. 70,914 visitors came throughout the 11 months of opening, an increase of 5.6% on 2018.

Friends of the Garden

The Friends' scheme generates substantial funds without which the Garden could not continue its core activities. We are particularly grateful to those Friends who have maintained their subscription throughout the closure of the Garden because of the effect of the Covid-19 global pandemic. At the end of 2019 the total number of Friends was 6,525.

Retail

Shop sales have performed well and turnover has increased to £235,343 an increase of 17.6%. The selection of stock and its arrangement in the shop has helped drive the increase in sales.

Venue Hire

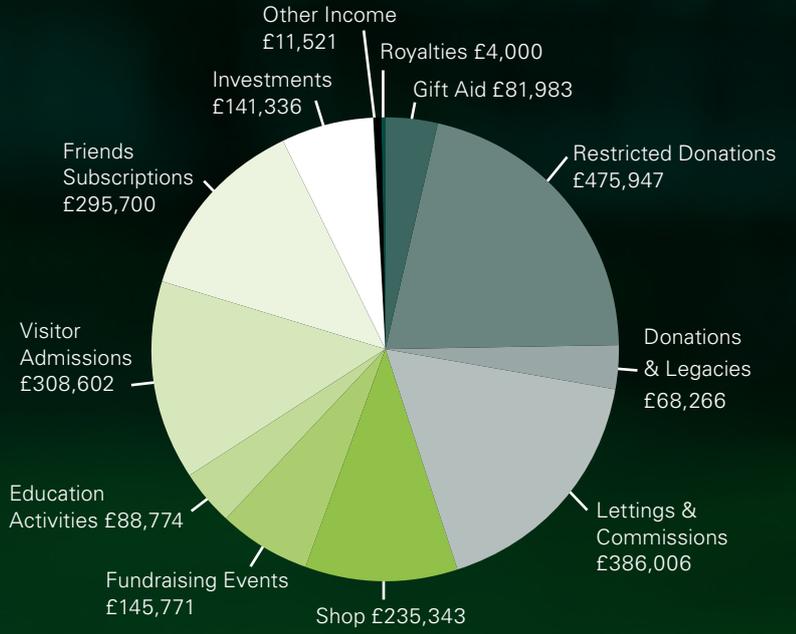
The Garden is closed to visitors on a Saturday in order to satisfy the demand for private hire and venue hire is an important income stream. Income from lettings and commissions was £386,006, 1% down, partly because a long-term hirer of the Gallery, the Chelsea School of Botanic Art relocated.

Catering

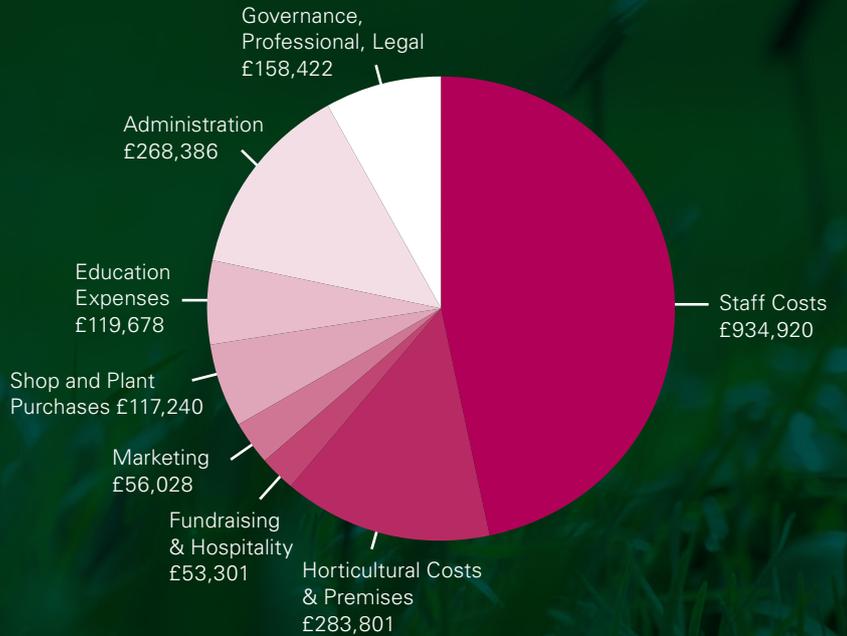
The Physic Garden Café concession operates under the Garden's trading name providing the catering for visitors as well as the popular summer evening suppers and to several private clients using the Garden for venue hire. Commission received is a valuable source of income to support the Garden's core aims.



Total Income: £2,243,249



Total Expenditure: £1,991,775



Fundraising

We are hugely grateful to those charitable foundations, businesses and many individual donors, visitors, Friends and Patrons whose support contributed towards our various projects and activities in 2019.

As a charity we rely on the generosity of funders, the grants and donations large and small received in memory of a loved one or as a gift in their will. All donations contribute to the Garden being well-kept and accessible for all to enjoy now and in the future.



Glasshouse Restoration Project

Following the award of a National Lottery Heritage Fund (NLHF) development grant of £172,500 towards a £2.75m capital project to restore our historic Glasshouses, our fundraising efforts have focused on raising the £260,000 of match funding needed for the first phase. A second-round application will be made to the NLHF in November 2020 for an additional £680,700, which will require a remaining £2m to be secured through our fundraising efforts.

Chelsea Physic Garden is ever thankful to all the individuals and trusts and foundations who have supported the project so far, all of whom are helping us to unlock and share our stories, and to conserve our living collection. In 2019, the funding has enabled vital preparatory work, such as structural surveys, audience development work and the generation of a Living Collections Conservation Plan.



GLASSHOUSES
RESTORATION
APPEAL

Learning and Horticulture

We continue to actively fundraise to support our horticultural activities and the work of our Learning and Public Engagement team. Funding from private individuals and charitable trusts, including the continued generous support from the Eranda Rothschild Foundation, has ensured the Garden continues its horticultural training programme. Similarly, large, multi-year grants from The City Bridge Trust, the Band Trust, and John Lyon's Charity have ensured we can continue to educate schoolchildren, engage adult learners, and take our work out into the local community. This vital work helps us achieve our goal of being a garden for all.

The Garden Fund and Legacies

In 2019, Chelsea Physic Garden received some gifts in wills that have helped to support both horticultural and garden wide projects, as well as the general costs of our charitable activities. It is a privilege to be able to offer our Friends and visitors the chance to celebrate their own, or a loved one's, life with a gift that helps the Garden preserve their legacy.

Images: Above: Imperial College medical student delivering her tour to visitors © Laura Stoner-New

Opposite: Rain on a fern © Laura Stoner-New



JOHN LYON'S
CHARITY

Trust and Major Donors 2019

The Garden is fortunate to have the support of a number of Charitable Trusts and Foundations together with many individuals who make donations supporting capital works and the charity as a whole. In 2019 grants were received from the following generous donors:

General

The Rt. Hon. the 8th Earl Cadogan, KBE, DL
The David Laing Foundation
Jonathan Drori
The Pamela Matthews Charitable Trust
Dr Sarah McGinty
The Garden House School PA

Garden Projects

Colin Chisholm
The Goldsmiths' Company
The Foyle Foundation
Michael Prideaux

Horticultural Education, Horticultural Trainees and Interns

The Barbara Whatmore Charitable Trust
Eranda Rothschild Foundation
Roger Melvin Monks Legacy

Education and Outreach Projects

The Band Trust
City Bridge Trust
John Lyon's Charity
R.U.B. White Charitable Trust

Glasshouses Project

The Aurelius Charitable Trust
The Calleva Foundation
The Chelsea Society
Colonel C Johnson
David & Claudia Harding
David Mayhew
Prof Dianne Edwards
Eddie Dinshaw Foundation
The Headley Trust
The Hobson Charity
J Paul Getty Jnr Charitable Trust
Sir James and Lady Scott
The John Armitage Charitable Trust
John & Diana Kemp-Welch Charitable Trust
John Swire 1989 Charitable Trust
Judith Bronkhurst
Dr Martin Schoernig
National Lottery Heritage Fund
Peter Stormonth Darling Charitable Trust
The Pilgrim Trust
Stephen Edge
Sue Prideaux
Sylvia Waddilove Foundation UK
The Hon. William and Mrs Gibson

CPG350: Sowing the Seeds of Discovery Project

Daniel Pinto

Grandiflora Patrons

Mrs Catherine Armitage
Mr Lawrence Banks CBE VMH DL
Lady Benyon
Mrs Amanda Bishop
Mrs Jean Botts
Mrs Debby Brice
Mr and Mrs P H G Cadbury
Earl and Countess Cadogan
Mrs Rosemary Campbell-Preston
Mr Colin and Baroness Chisholm
Mr Iain and Mrs Caroline Conn
Mr Loyd Grossman CBE FSA
Mrs Karyn Daysh
Ms Liz Earle
Prof Dianne Edwards
Mrs Ernestine Fiertz
The Hon. William & Mrs Gibson
Mr Peter Gregory
Mr David and Mrs Claudia Harding
Lady Julia Hiscox
Mr Hugh and Mrs Judith Johnson
Sir Henry and The Hon Lady Keswick
The Hon. Mrs Sandra de Laszlo
Mr Mike and Mrs Jane McGonigle
The Hon. Lady Morrison
Mr Nghi Nguyen and Lord Browne of Madingley
Mr Michael & Mrs Sue Prideaux
Mr Hans and Mrs Julia Rausing
Dr Martin Schoernig
Mrs Erica Simonis
Mr and Mrs R Tomkins
Mrs Gerald Ward
Mrs Lesley Watson & Mr Dougal Philip
Lady Harriot Tennant
Mr Alan and Mrs Jane Woods

Some donors wish to remain anonymous.

Trustees, Directors, Committees and Staff 2019

Board

The Directors and members of the Board (who also act as trustees for the charitable activities of The Chelsea Physic Garden Company) who served during the year were:

Cathy Arnold

Colin Chisholm

(Hon. Treasurer,
Finance & Operations Committee)

Paul Gray

(Finance & Operations Committee)

Sukie Hemming

Anna Jobson

Tony Kirkham

(Chair of Advisory Committee)

Patricia Lankester

Lady Lennox-Boyd

Michael McGonigle

(Finance & Operations Committee)

Nghi Nguyen

Michael Prideaux

(Chairman of the Board,
Finance & Operations Committee)

Sarah Speller

(Finance & Operations Committee)

Sue Medway

(Company Secretary)

Senior Leadership Team

Director: Sue Medway

Deputy Director (Visitor Experience):

Frances Sampayo

Commercial Director: Wendy Bowen

Development Director: Joanna Wells

Head of Finance: Frederick Howarth

(until September 2019), Paul Ryan

(from September 2019)

Executive Assistant: Gill Mathias

Head of Plant Collections: Nell Jones

Head of Education: Michael Holland

Project Manager: Sue Saville

Chelsea Physic Garden

66 Royal Hospital Road

London SW3 4HS

www.chelseaphysicgarden.co.uk

Telephone +44 (0)20 7352 5646

Limited Company registered in England Number

1690871 Registered Charity Number 286513

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)

Professor Dianne Edwards (The Royal Society)

Tony Kirkham, Chairman, Trustee

(Royal Botanic Gardens, Kew)

John Koh (Libraries and Archives Specialist)

Lady Lennox-Boyd Trustee

Professor Tony Moffatt

(Royal Pharmaceutical Society)

Michael Prideaux Trustee

Dr Mark Spencer (Forensic Botanist)

Dr Peter Tooley (Worshipful Society

of Apothecaries of London)

Cllr Emma Will (Royal Borough of

Kensington & Chelsea)

The Garden is supported by a small team of staff and an active growing cohort of volunteers. A list of staff is available at: 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.