

*Chelsea
Physic
Garden*

FOUNDED
1673

Annual Review 2021

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

Chairman's Review

How wonderful it is to be writing this review when the Chelsea Physic Garden is finally getting back to normal after a two-year hiatus. Thanks to firm cost control and very successful fundraising, the Trustees are confident in the Leadership Team's ability to ensure that the Garden will continue to inspire our audiences to learn about the importance of useful plants and green spaces in all our lives.

We welcomed 55,355 visitors in 2021, up from 35,583 in the more COVID affected 2020 but well short of the 70,914 in 2019. The very strong financial results were flattered by grant applications and a successful business interruption insurance claim.

Our more than intact emergence from the pandemic is due to the outstanding commitment from our staff, so well led by Sue Medway, our volunteers and all the individuals and institutions who supported us throughout, both by continuing to visit the Garden once we had reopened and by providing donations. This includes our Friends, who we rely on year on year and the trusts and foundations that support our Learning and Horticultural programmes. We have created a new Patrons Scheme for our highest level of individual supporters and its early signs of success are encouraging.

The support we received from the Department of Digital, Culture, Media and Sport, via the Culture Recovery Fund, delivered by the National Lottery Heritage Fund and Historic England was a real lifeline. It not only meant that we were able to retain staff but also to invest in a new visitor entrance on Royal Hospital Road, enabling our staff to provide much more of a welcome. This new entrance is already supporting a recovery in visitor numbers, especially from people living in London.

During the pandemic we also were highly successful fundraising for the restoration of our historic Glasshouses, raising the £1.5m of partnership funding needed and then securing a Second Round of £680,700 from the National Lottery Heritage Fund.

We achieved this with the brilliant 'Hothouse Challenge' appeal, as well as with gifts from loyal Friends, Patrons and Neighbours. The Challenge was conceived by Lord Browne, with the John Browne Charitable Trust pledging to

match every donation of £100 or above made between October 2020 and March 2021, up to a maximum of £500,000. We exceeded the target and raised £535,000.

Work on the restoration is now well in progress, with the Cool Fernery completed and the main range of Glasshouses due to be fully renovated by September 2023. The programme is inevitably disruptive but is being most thoughtfully handled by our staff and their expert contractors.

A number of our longer serving Trustees are due to retire in the next year or so and we have been able to recruit some excellent new Trustees from an appropriate range of backgrounds. It gives me great pleasure to welcome Helen Charman, Alan Dempsey, Todd Longstaff-Gowan, Simon Major, Phillipa Simpson and Andrew Woodward to the Board and to thank Cathy Arnold, Paul Gray, Patricia Lankester and Nghi Nguyen for their outstanding service.

Last but by no means least, I would like to thank the Cadogan Family for all their help. As Sir Hans Sloane's descendants, they are by some distance our longest standing benefactors and we held a delightful event in February 2022 to celebrate the 300th anniversary of signing the Deed of Covenant when Sir Hans gifted the Chelsea Physic Garden to the Worshipful Society of Apothecaries of London.

With the support of the Cadogan Charity, we are beginning to develop our plans towards the future improvement of the Garden's visitor facilities and main buildings, as we look forward to the next 350 years in this remarkable place, with its extraordinary ability to connect people to plants.

Images: Front cover:
*Every Act Of Recognition
Alters What Survives*
© Suzi Corker

Opposite:
Pelargonium
© 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 charitable purpose 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; and
- promoting the importance of the conservation of plants and the natural environment.



Learning and Public Engagement

This year we celebrated a ‘Year of Wellbeing’, programming the whole year around the New Economics Foundation report ‘Five Ways to Wellbeing’.

At the beginning of the year, we delivered our public events online and then welcomed people back to the Garden for events from April, with a very successful Easter.

Key activities

Family Activities – This year we established a family programme during the school holidays. We introduced new activities such as family theatre, with a summer production of ‘The Wind in the Willows’ by Wild Immersive Theatre. We also welcomed Father Christmas to the Garden with storytelling in December.



Public Engagement – We hosted 85 events onsite and 12 digital workshops. This included theatre and music shows, a wellbeing programme, talks, courses, and gardening workshops.

Chelsea History Festival – We produced a special event celebrating the launch of our book ‘Healing with Plants’. We welcomed people for a garden history tour, and throughout the week we hosted a series of talks and workshops with authors. We also delivered family activities during our annual free weekend.

Community Engagement

From April we were able to bring community groups back to the Garden properly for the first time since March 2020. We completed the Help Us Grow Alumni course and invited a new group of individuals to the Garden in October 2021 for a 9-week course.

We made new connections with The Chelsea Theatre, Kensington and Chelsea Art Week, SHUBBAK festival, Kanlungan and Entelechy Arts.

In October we ran our first ever youth engagement project ‘Plants Have Secrets’ in partnership with the Octavia Foundation. This was a week-long film project with eight young people aged 13 to 16 who learnt about psychedelic plants inspired by our collection.



Images: Above: Morley College © Chelsea Physic Garden

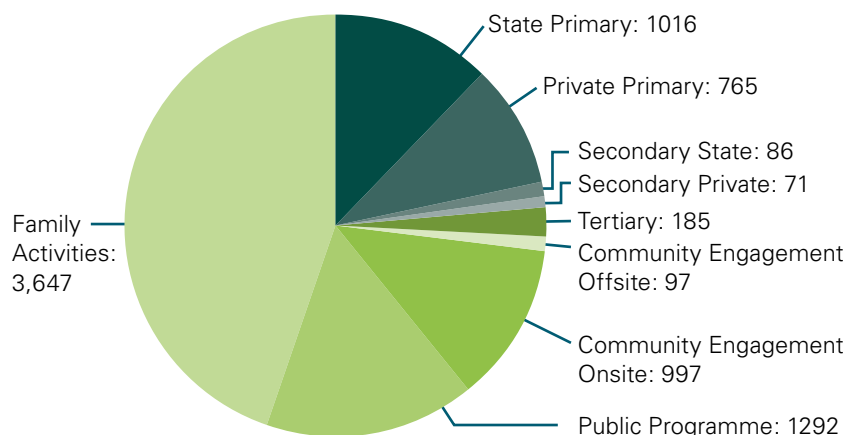
Left: CPG Wind in the Willows © Glenn Michael Harper

School and Tertiary Engagement

This year we were able to bring back learners to the Garden. This included collaborating with the Worshipful Company of Gardeners to inspire young people into horticulture, UAL and Morley College (Chelsea Centre). We visited Lyndhurst Primary School for a whole school engagement project for Science Week and delivered workshops for Black History Month for the first time.

Thanks to D’Oyly Carte Charitable Trust, Kusuma Trust, City Bridge Trust and John Lyon’s Charity for supporting our community, schools and family engagement programme.

2021 Total Learners: 8,156
(onsite, offsite and digitally)



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 Royal Horticultural Society; the London Medical Museums Group; Fit for the Future Network, Green Tourism Awards, Live Karma Yoga, Central Saint Martins; the University of Westminster and the Natural History Museum.

Throughout 2021 we welcomed collaboration as a way to bring people together in a safe environment, after long periods of isolation due to the Pandemic. Here are some of our partners from 2021:

- **SHUBBAK Festival:** From 25 June – 19 July we hosted four sculptures by Rand Abdul Jabbar, in the Garden as part of the SHUBBAK Festival, the UK's largest biennial festival of contemporary Arab culture. 5,040 people engaged with the installation. Visitors were encouraged to scan a QR code at each sculptural site to access audio recordings and translated performance transcripts. A further 109 people attended site-specific performances of 'The Climbing Vine'. Free access and workshops were provided to community groups.
- **Bankside Gallery:** Twenty artists from the Bankside Gallery documented 'A Year in the Life' of Chelsea Physic Garden for an exhibition in August 2021. We ran a 2-4-1 promotion which led to new audiences coming to the Garden and a successful joint social media campaign. The artists produced a wide range of responses to the Garden from watercolours, to collage, sculpture and print. We will collaborate with Bankside Gallery again for an exhibition marking our 350th Anniversary in 2023.
- **Kanlungan Trust:** Kanlungan is an organisation that supports and empowers Filipino migrants, alongside other migrant

groups, living in Britain. The partnership exists to support the mental wellbeing by doing hands-on activities in the Garden that facilitate discussions about difficult and sensitive topics, to overcome the taboo of openly addressing mental health. The group have been attending monthly sessions in which a practical element, such as a chocolate workshop, has been run followed by an opportunity to reflect on personal wellbeing.

Contributions

Capital Gardens supported the Garden's famous Christmas Fair by supplying living Christmas trees as decoration. Sloane Stanley supported the Garden with a kind donation which supported fundraising activity at our Christmas Fair. Chesterton's supported us across the year with in-kind marketing support including email blasts, leaflets and posters. Belmond Cadogan continued their corporate membership of the Garden, providing vital unrestricted funds for our operations. The Cadogan Arms made kind donations to the Garden after working with us during Chelsea in Bloom to design Garden themed cocktails.



Chelsea History Festival

Over 1,600 came to the Garden during our free weekend, as part of the Chelsea History Festival. The importance of free access is summed up by a visitor here 'I've always wanted to visit since I left school (a long time ago!) and free access meant it was possible'. Alongside our programme of talks aimed at adults, we hosted free family activities throughout the weekend and hosted two author events specifically for families, which resulted in 745 engagements.

Images: Below:
*Every Act Of Recognition
Alters What Survives*
Performance by Suzi Corker
© Youcef Hadjazi
© Suzi Corker

Right: Chelsea History
Festival – Tracy Kong
© Chelsea Physic Garden



Future Vision

Glasshouse Project

The first phase of the Garden’s overall vision for its future restoration and reinterpretation of the Garden’s Victorian Glasshouses are now set. Contracts have been awarded to specialist contractors and works begin on site in January 2022.

All the necessary fundraising for the full cost of the project (£2.8m) has been completed and the capital and comprehensive activity plans are also fully funded.

In March 2021 the National Lottery Heritage Fund (NLHF) awarded a Round Two Delivery Grant of £680,700 and we are grateful to the NLHF for all their support to help guide and challenge us to create an exciting and forward looking plan of activity to support the restoration programme.

‘The Hothouse Challenge’ was supported with a grant from The John Browne Charitable Trust of £500,000. For every donation of £100 raised, the Trust matched this pound for pound. ‘The Hothouse Challenge’ – so named to reflect the role of glasshouses and the stimulus of the grant – completed in March 2021, raising a total of £1,030,000 for the project.



350 Years

Plans for how to recognise the Garden’s 350th anniversary in 2023 but, as importantly to set the mandate for the future, are progressing.

Based on three intertwined themes of:

- Horticulture for humankind
- Unlocking our collections
- A physic garden for the future.

The next phase of capital investment in the built facilities will be essential to ensure that we offer the appropriate welcome for all our visitors, as well as spaces for our staff and volunteers to work.

We are grateful to the Cadogan Charity for their support in the next stage of this concept development.

Images: Above:
Cool Fernery Restoration
April 2022 © Chelsea Physic
Garden

Left: Decanting Tree Fern,
July 2021 © Chelsea Physic
Garden



People

“We rely so much on the support and dedication of all our staff and volunteers including Trustees and the Board sub committees. Our confidence and organisational development have been a pleasure to witness, and I am proud to work with such a committed group of people.”

Sue Medway, Director

Images: Right:
Black History Month Plant
Identification © Chelsea
Physic Garden

Below:
Volunteer and Volunteer
Development Manager

Staff

Much of our work can only be carried out at the Garden and the function of many administrative roles is to support those day-to-day activities that can only be done here. Hybrid working has become more common. Successful fundraising for the Glasshouse project has enabled us to fund additional posts, notably in horticulture, including a two-year entry-level trainee role, and a fixed-term Gardener role and a Volunteer Development Manager.

The rearrangement of the entrance on Royal Hospital Road with the combined shop has vastly improved our visitor welcome and the integrated role of Visitor Experience & Retail Assistant provides a better welcome and service to our visitors.



Volunteers

The Garden’s team of volunteers, provided invaluable support across the charity and we continually look to diversify the activities in which they are involved. In 2021 a Volunteer Development Manager was appointed, supported by the NLHF. They will work with us to diversify our recruitment of volunteers and ensure we better train and support existing and new volunteers.

Towards the end of the year we started the recruitment process for a new Youth Panel aimed at young people 16–25 yrs, the aim is to give them an opportunity to gain experience in the workings of a charity but also to gain their support and challenge in how we can ensure the Garden’s relevance to young people.

Financial Report



Notwithstanding the continuing impact of the COVID-19 global pandemic which is detailed later in this report, the Garden has been able to remain open to visitors 11 months of the year, six days a week, albeit visit levels are not back at pre-pandemic levels.

The results for the year show net surplus of £1,869,043 before gains on investments, compared with a net deficit of £40,724 in 2020 and a net surplus (after unrealised gains) of £2,117,702 compared with £124,616 in 2020.

After a year of uncertainty because of the impact of COVID-19, the balance sheet shows a positive position, in all the circumstances, in part due to grant applications and a successful business interruption insurance claim.

Admissions

Our website www.chelseaphysicgarden.co.uk is kept up to date with the opening times and admission prices which vary seasonally. In 2021 the Garden welcomed 55,335 visitors (35,583 in 2020).



Image: Papaver somniferum
© Laura Stoner-New

Friends of the Garden

The income received from the Friends related to the renewal of annual subscriptions to the Friends' scheme and the making of new Friends of the Garden, generated an income of £385,822 (2020: £272,030). The number of Friends at 31 December was 6,639, an increase of 11% on 2020.

Retail

Retail sales have been able to recover from 2020 and income for the year was £103,971. The overall sales area has been reduced and integrated into the welcome and exit experience for visitors.

Garden Lettings

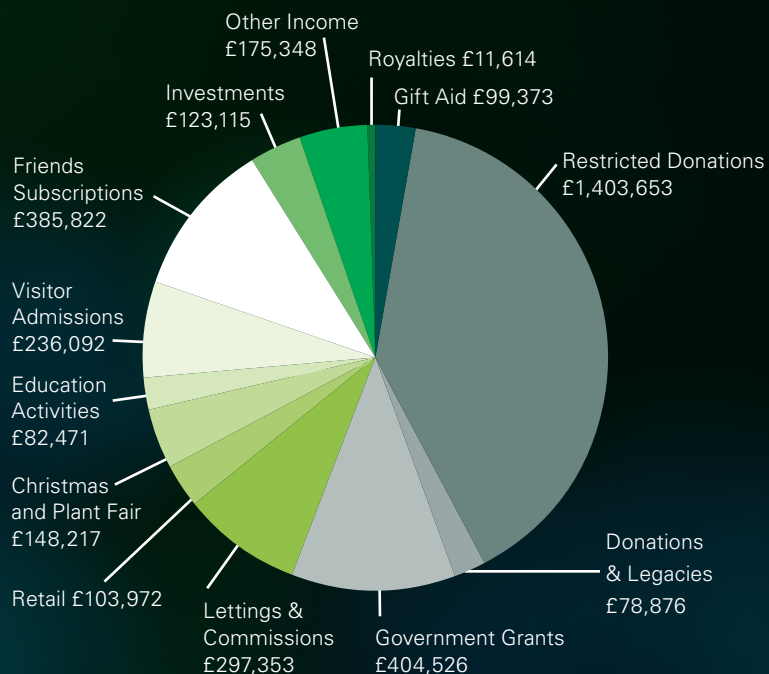
The Garden is closed to visitors on a Saturday in order to satisfy the demand for private hire and venue hire as an important income stream. Income from letting rooms and external events in the Garden is £308,972 (2020: £64,745) which is 14% (2020 - 4%) of total income.

The Physic Garden Café

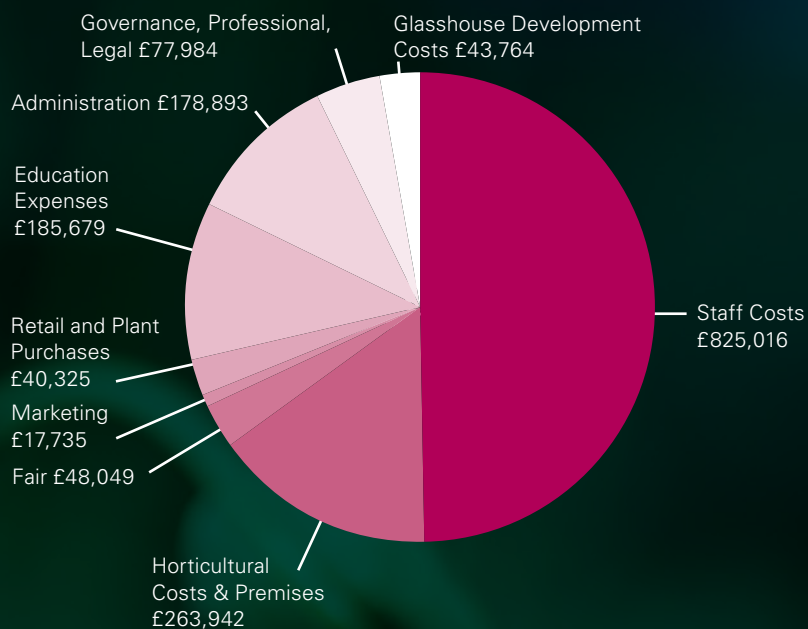
The cafe concession operates under the Garden's trading name providing the catering for visitors as well as evening suppers during summer and to several private clients that use the Garden for venue hire. Trading continued throughout the year notwithstanding the different restrictions imposed by Government on catering. We appreciate the flexibility with which our caterers have responded throughout.



Total Income: £3,550,431



Total Expenditure: £1,705,258



Fundraising

We are extremely grateful for the generous financial support from our Friends, individual supporters, and the many charitable foundations who provided grants in 2021. It was only through such generosity that the charity was able to get back on a firm footing, following the periods of lockdown and the economic effects of the pandemic.

Culture Recovery Fund

We received a second grant of £203,000 from Culture Recovery Fund, which was delivered by the National Lottery Heritage Fund and Historic England, using funds provided by the Department of Digital, Culture, Media and Sport. The grant was used between June 2021 to November 2021 to support staff salaries, recruit to vacant roles, care for our living collection, and repair horticultural buildings.

Glasshouses Restoration & The Hothouse Appeal

2021 also saw the completion of the Glasshouses restoration fundraising appeal with a total £1.4 million being raised for the restoration in the year. In March 2021, we received the excellent news that the National Lottery Heritage Fund (NLHF) had approved a Second Round grant of £680,700 to support the project delivery. The Garden was required to secure £1.5m of partnership funding, and did this through a combination of individual gifts, charitable trusts and 'The Hothouse Challenge'.

The John Browne Charitable Trust pledged to match every donation of £100 and above raised by Chelsea Physic Garden, up to a total of £500,000. The Garden ultimately raised £535,000 with the total amount raised being £1,035,000. We are grateful to Lord John Browne of Madingley for his generosity, and to the many Friends and individuals who gave through the Hothouse Challenge, which ran from 1 October 2020 to March 2021.

We were also fortunate to receive major grants from charitable foundations towards the restoration project including from the Garfield Weston Foundation and The Olwen McPherson Trust who supported the restoration of the Cool Fernery.



Welcoming new Patrons

A new programme for Patrons was launched in 2021. The 'Garden Patrons' scheme is aimed at benefactors who wish to provide a higher level of financial support to the charity as well as receive benefits, including a bespoke programme of events.

Fit for the Future

We were delighted to receive significant support from the Cadogan Charity to enable the Garden to draw up plans towards the future development of its visitor facilities and main buildings.

Image: Above:
HereForCulture Instagram
© Laura Stoner-New

Trust and Major Donors 2021

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 2021 grants were received from the following generous donors:

Cadogan Charity
Culture Recovery Fund
Drapers' Company
Garden House School
John Lewis Partnership
Joseph Rochford Gardens Ltd
Pamela Matthews Charitable Trust
Peter Stormonth Darling Charitable Trust
Stonewall Park Charitable Trust
Tanner Trust

Horticultural Education, Horticultural Trainees and Garden Projects

Barbara Whatmore Charitable Trust
The Ironmongers' Trust Company
The Finnis Scott Foundation
Lord Leverhulme's Charitable Trust
Stanley Smith (UK) Horticultural Trust

Learning and Outreach Projects

City Bridge Trust
D'Oyly Carte Charitable Trust
John Lyon's Charity
Kusuma Trust
John Swire 1989 Charitable Trust
R U B White Charitable Trust

Glasshouse Restoration Project

National Lottery Heritage Fund
Garfield Weston Foundation
John Armitage Charitable Trust
John Balson Legacy
Esmée Fairbairn Foundation

With special thanks to The John Browne Charitable Trust and the 2021 Hothouse Challenge Donors including:

Sir Richard and Lady Aikens
Amanda Bishop
Britwell Trust
Broughton Family Charitable Trust
Richard Broyd OBE
Mr Colin Chisholm
Ann Cloke
Mrs V Coral
Ms J Coussmaker
Lord and Lady Davies of Abersoch
Professor Dianne Edwards
Anita Fairbairn
Mr Peter Gregory
Sir Henry and the Hon Lady Keswick
Richard Mansell-Jones
Nghì Nguyen
Dr Stefan Paetke
Sir Simon Robey
Leslie and Walter Rogers
Paul Roy
Lord and Lady Sassoon
Mr Martin Schoernig
Lulu and Ed Siskind
Sloane Stanley LLP
Fiona Squire and Geoff Squire OBE
Lady Henrietta St. George
Deborah Swallow
Ken Watters and Robin Wilkinson
James and Sarah Williams
And all our donors who wish to remain anonymous.

Garden Patrons

Mrs Catherine Armitage
Mr Steve Edge
The Hon. William & Mrs Gibson
Mr Michael McGonigle

Grandiflora Patrons

Mr Lawrence Banks CBE VMH DL
Mrs Amanda Bishop
Mrs Debby Brice
Lord John Browne
Mr Peter H G Cadbury
Mrs Rosemary Campbell-Preston
Mrs Karyn Daysh
Ms Liz Earle
Prof Dianne Edwards
Mr Peter Gregory
Mr David & Mrs Claudia Harding
Mr Hugh & Mrs Judy Johnson
Sir Henry and The Hon Lady Keswick
Mrs Laetitia Oppenheim
Mrs Lesley Watson & Mr Dougal Philip
Mrs Marcela & Mr Daniel Pinto
Mr Michael & Mrs Sue Prideaux
Mr Hans and Mrs Julia Rausing
Ms Kim Samuel
Dr Martin Schoernig
Lady Harriot Tennant
Mr & Mrs R Tomkins
Mrs Gerald Ward
Mr Garry Watts

Trustees, Directors, Committees and Staff 2021

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
(resigned on 22 July 2021)

Colin Chisholm
(Hon. Treasurer, Finance & Operations Committee)

Alan Dempsey
(appointed 22 July 2021)

Paul Martin Gray
(Finance & Operations Committee)

Sukie Hemming

Dr Helen Charman
(appointed 4 February 2021)

Anna Jobson

Tony Kirkham
(Chair of Advisory Committee)

The Hon Lady Arabella Lennox-Boyd

Simon Major
(appointed 4 November 2021)

Michael McGonigle
(Finance & Operations Committee)

Quoc-Nghi Nguyen

Michael Prideaux
(Chairman of the Board, Finance & Operations Committee)

Dr Philippa Simpson
(appointed 22 July 2021)

Sarah Speller
(Finance & Operations Committee)

Andrew Woodward
(appointed 22 July 2021)

Sue Medway
(Company Secretary)

Advisory Committee

Dr Helen Charman (Learning Specialist)

Dr John David (retired 31 December 2021)

Professor Michael de Swiet (Royal College of Physicians)

Professor Dianne Edwards (The Royal Society)

Mr John Koh (retired 13 May 2021)

Mr Tony Kirkham Chairman, Trustee

Mr Todd Longstaffe-Gowan (from 22 July 2021)

The Hon Lady Arabella Lennox-Boyd, Trustee

Professor Tony Moffatt (Royal Pharmaceutical Society)

Dr Daniel Nelki (from 22 July 2021)

Mr Matthew Pottage RHS (from 22 July 2021)

Mr Michael Prideaux Chair of Trustees

Dr Mark Spencer (retired 31 December 2021)

Mr Jacek Wajner NHM (from 22 July 2021)

Senior Leadership Team

Director: Sue Medway

Deputy Director (Visitor Experience): Frances Sampayo

Development Director: Joanna Wells

Commercial Director: Tom Gilliford

Head of Finance: Paul Ryan

Head of Plant Collections: Nell Jones

Head of Learning & Public Engagement: Katy Parry

Executive Assistant: Gill Mathias

Project Manager: Sue Saville

Mrs Bridget McGee (from July 2021)

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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/about/trustees-staff
The contribution to Chelsea Physic Garden by its staff and volunteers is immense. Their enthusiasm, engagement, and active support is greatly appreciated.