



*RHS Chelsea Flower Show 2024*  
*Media Pack*

[hta.org.uk/chelsea](https://hta.org.uk/chelsea) | #GiftOfGardening

# ABOUT THE HORTICULTURAL TRADES ASSOCIATION

[May 2024]



The Horticultural Trades Association (HTA) was founded 125 years ago, in 1899, and represents the entire environmental horticulture sector, counting 1,400 UK garden businesses among our membership —retailers, growers, manufacturers, and landscapers. As a member-centric organisation with no shareholders, our primary focus is to support our members. Operating within a group and committee structure, including the Association of Professional Landscapers and technical grower committees, we address critical industry issues and advocate for members. We also maintain international ties with our overseas counterparts.

Our members benefit from tailored business support, encompassing training, eLearning, conferences, and market research, catering to businesses of all sizes. We also facilitate connections between garden centre suppliers and customers through trade shows, advertising, and sponsorships.

As an organisation dedicated to celebrating the nation's love for gardening, the HTA takes pride in hosting the National Garden Gift Voucher scheme, the largest gardening promotion in the UK. This long-standing scheme, in operation for over 60 years, not only generates approximately two million visits to garden centres and retail nurseries annually but also promotes gardening and supports charitable causes, showcasing the HTA's commitment to the industry and the community.

Proud of our industry's contributions to the economy, environment, health, and wellbeing, we actively advocate for these interests with the government. As a core member of the Environmental Horticulture Group, we collaborate with partner associations and groups representing the diverse spectrum of environmental horticulture, from domestic gardeners to large landscaping and the tree and forestry sector.

The UK's environmental horticulture and landscaping sectors are projected to significantly contribute £42 billion to the national GDP by 2030, supporting approximately 763,000 jobs. A YouGov survey commissioned by the HTA revealed that 75% of British adults have access to a private garden, and an astounding 88% agree that access to a garden or public green spaces is important to them. These statistics emphasise the industry's pivotal role in enhancing the UK population's quality of life and wellbeing.

# MEDIA RELEASE

[May 2024]



## Celebrate giving the gift of gardening at the RHS Chelsea Flower Show

The Horticultural Trades Association (HTA) will be presenting the benefits of giving the gift of gardening at the RHS Chelsea Flower Show 2024, which will take place from Tuesday, May 21 to Saturday, May 25, 2024, at The Royal Hospital, Chelsea. The HTA stand will showcase the National Garden Gift Voucher (NGGV) Scheme, a unique offering that can be used in over 1,000 garden centres and nurseries nationwide and is redeemable on thousands of products. The NGGV programme, with its extensive reach and versatility, is the UK's longest-running promotion of gardening and gardening good causes.

Fran Barnes, Chief Executive of the HTA commented:

“Our stand’s theme, Giving the Gift of Gardening, underscores the profound impact of gardening, emphasising the benefits for physical health, mental wellbeing, community and nature. With every NGGV purchase, not only do you gain access to a world of greenery, but you also contribute to the Greenfingers charity, creating magical gardens for life-limited children and their families to enjoy.

“The plants adorning the stand will be readily available in local garden centres and nurseries, with the gift vouchers providing a convenient option to follow up on your day of inspiration from the event. It’s a gift that keeps on giving!”

The stand will also display a colour palette of dark greens and undertones of the Pantone Color Institute’s Colour of the Year 2024, Peach Fuzz. A shade they describe as ‘capturing our desire to nurture ourselves and others. It’s a velvety gentle peach tone whose all-embracing spirit enriches mind, body, and soul.’ Roses supplied by member David Austin Roses - Dannahue, Bring Me Sunshine, and Lady of Shalott will bring peachy undertones to the display.

At the heart of the stand is a beautiful wishing tree. As a supporter of the Greenfingers charity, National Garden Gift Voucher cards will hang from the wishing tree, along with the wishes of those attending the RHS Chelsea Flower Show. The tree highlights that with every NGGV card purchased, a donation is made to the charity. A collection box and QR code will be positioned beside the tree for visitors to donate once they have placed their wish.

Linda Petrons, Director of Fundraising & Communications at Greenfingers, said: “We are delighted to be represented at this year’s RHS Chelsea Flower Show thanks to the HTA and their continued support through the National Garden Gift Voucher initiative. Through the sale of the vouchers, the HTA and its members are not only highlighting the work of the charity but are also helping to raise vital funds that help Greenfingers Charity bring the gift of a garden to hospices across the nation. We very much look forward to working together in the weeks ahead to be represented at the show, and we would like to have this opportunity to wish our friends at the HTA the very best of luck for a great Chelsea.”

Bushy Business, an Association of Professional Landscapers (APL) member, will build the stand, and Composite Prime will supply the decking. Provender Nurseries, David Austin Roses, and other HTA member businesses will supply plants. Bury Hill Top Soil will provide the compost.

Visitors can use the QR codes provided on the stand to learn more about the NGGV scheme, the plants on the stand, and their nearest retailer or APL landscaper.

Join us at the RHS Chelsea Flower Show 2024 to celebrate the transformative power of gardening and the joy of giving.

Ends

#### Notes for editors

Over £12,000 is donated to Greenfingers Charity through the NGGV programme each year. Greenfingers is a national charity dedicated to creating magical and inspiring gardens for life-limited children and their families who spend time in hospices across the UK.

[Greenfingerscharity.org.uk](https://greenfingerscharity.org.uk)

Registered Charity number: 1076640

[nationalgardengiftvoucher.co.uk](https://nationalgardengiftvoucher.co.uk)

#GiftofGardening

# EVENTS



## Upcoming HTA events 2024

25 May – 2 June 2024  
National Children's Gardening Week  
[childrensgardeningweek.co.uk](https://childrensgardeningweek.co.uk)  
Nationwide

19 - 20 June 2024  
HTA National Plant Show  
[nationalplantshow.co.uk](https://nationalplantshow.co.uk)  
NAEC Stoneleigh

25 September 2024  
Horticulture, The Conference 2024  
[hta.org.uk/conference](https://hta.org.uk/conference)  
ICC Birmingham

6 October 2024  
Future Grow Expo Live  
[hta.org.uk/futuregrow](https://hta.org.uk/futuregrow)  
Stoneleigh Park, Kenilworth

# NATIONAL GARDEN GIFT VOUCHERS



## National Garden Gift Vouchers

National Garden Gift Vouchers are the perfect gardening gift idea, as they can be used to purchase thousands of gardening products across the UK. The National Garden Gift Voucher scheme is the UK's longest-running promotion of gardening and gardening good causes. The vouchers can be spent on thousands of products in 1,400 UK garden centres and nurseries. They're hugely popular with gardeners and are given around a million times a year.

The scheme is run by the Horticultural Trades Association (HTA), a not-for-profit organisation. The HTA re-invests its proceeds from the scheme in supporting gardening and gardening good causes. Whenever you give or spend one of our vouchers, you're supporting this work.

National Garden Gift Vouchers can be spent in participating retailers across the UK. To find your nearest stores visit the [store locator](#)

### Quick facts:

- National Garden Gift Vouchers is the only nationwide gifting scheme in the Horticulture sector and has been in existence for over 60 years.
- They generate approximately two million visits to garden centres and retail nurseries annually while simultaneously promoting gardening and supporting charitable causes.
- There are over 1,400 outlets to choose from nationwide.
- Purchase value £5 - £500
- Delivers £24m gross margin to the industry. The scheme, therefore, drives demand for all products and services provided by the trades within the horticultural sector



# *Plant List*

## Plant Name

## Information

**ASTRANTIA**  
*'Roma'*

Fast-growing with soft pink flowers from June to September



**BAPTISIA**  
*'American Goldfinch'*

Great in poor soil and drought tolerant

**CAREX**  
*testacea*

Easy to grow in most well-drained soil and thrives in full sun

**CEANOTHUS**  
*'Skylark'*

Best in full sun, sheltered from wind



**CEANOTHUS**  
*thyrsiflorus repens*

Fast growing and drought resistant



**CONVOLVULUS**  
*cneorum*

Great for containers and attracts bees



**DEUTZIA**  
*'Yuki Cherry Blossom'*

Frost resistant

**ERYSIMUM**  
*'Super Bowl Sunset'*

Position in full sun



**EUONYMUS**  
*fortunei 'Emerald 'n' Gold'*

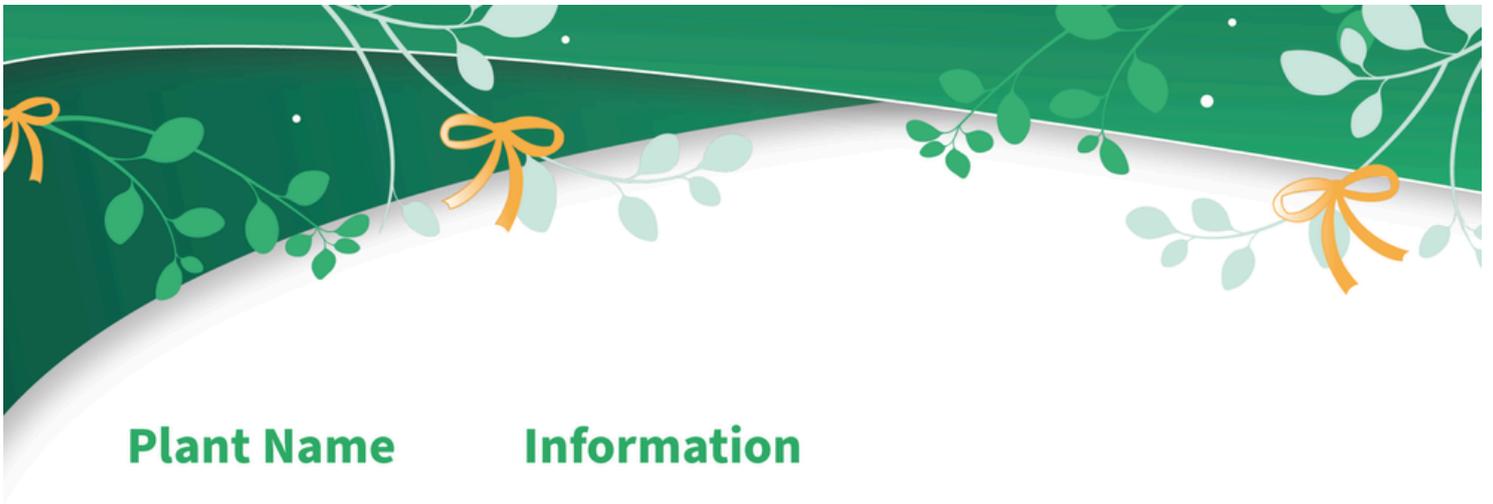
Easy to grow and very versatile



**EUPHORBIA**  
*amygdaloides robbiae*

Will grow in most condition even dry shade





## Plant Name

## Information

**FATSIA japonica**  
*'Spider's Web'*

Great in full shade



**GERANIUM**  
*x cantabrigiense 'Biokovo'*

Tolerant in sun and shade



**GEUM**  
*'Mai Tai'*

Low maintenance

**HEUCHERA**  
*'Lime Rickey'*

Draught tolerant

**HEUCHERA**  
*villosa 'Palace Purple'*

Ideal in shady spots

**KNAUTIA**  
*macedonica 'Melton Pastels'*

Great for pollinators



**LIQUIDAMBAR**  
*styraciflua 'Gum Ball'*

Thrives in full sun

**LYSIMACHIA**  
*atropurpurea 2L*

Highly attractive to butterflies

**NEPETA**  
*racemosa 'Walker's Low'*

Flowers from March to September



**PITTOSPORUM**  
*tenuifolium 'Cratus'*

Dense evergreen shrub

## Plant Name

## Information

**POLYSTICHUM**  
*setiferum*

Ideal for planting underneath deciduous trees



**RODGERSIA**  
*pinnata*

Perfect to plant around a pond



**SALVIA**  
*x sylvestris 'Viola Klose'*

Magnet for butterflies and bees



**SAMBUCUS**  
*nigra 'Black Lace'*

Attractive to wildlife



**SAMBUCUS**  
*nigra 'Golden Tower'*

Perfect for adding height and colour to a small garden

**SPIRAEA**  
*nipponica 'Snowmound'*

Suits most soils



**VIBURNUM**  
*plicatum 'Watanabe'*

Good for pollinators

**ERIGERON**  
*karvinskianus*

Drought tolerant



**ENGLISH ROSE**  
*Dannahue*

Suitable for all soil types

**ENGLISH ROSE**  
*Bring Me Sunshine*

Repeat flowering from late spring to early winter

**ENGLISH ROSE**  
*Lady Shalott*

Attracts bees and ideal for borders

The plant list in this pack is correct as of 15  
May 2024.

For more details about the position of plants,  
please click below or visit [hta.org.uk/Chelsea](https://hta.org.uk/Chelsea).

***Plant List***

