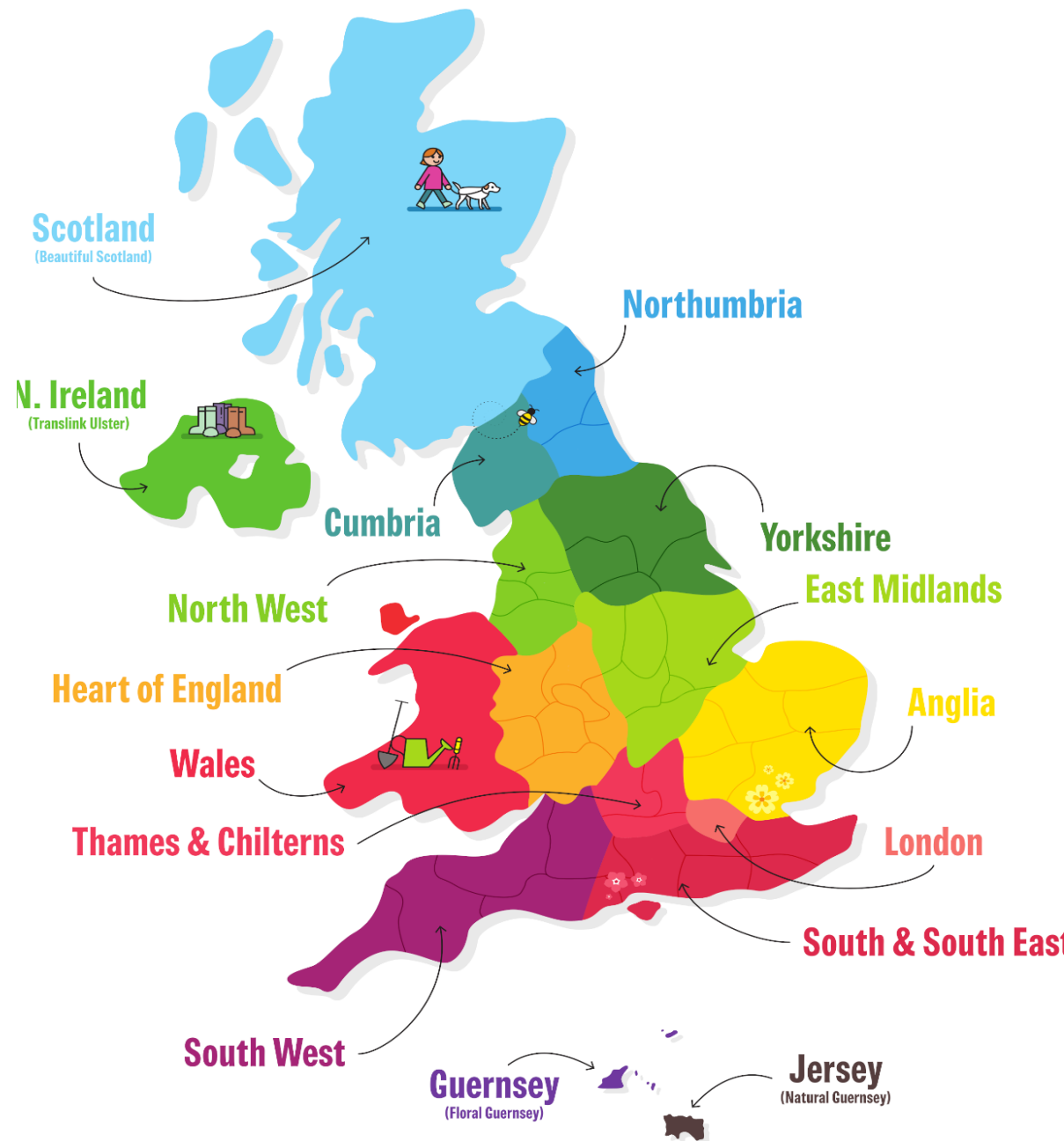


Sustainability & Bloom



Thames & Chilterns in Bloom Spring Seminar – 09 February 2022

Kay Clark, RHS Community Development Manager





ENVIRONMENT

SOCIAL

SUSTAINABILITY

ECONOMY

IMPACT OF DOMESTIC GARDENS

Domestic gardens have a significant amount to offer to sustainability in horticulture as a whole

Residential gardens comprise **29.5%** of Great Britain's total urban area ^[5]



Total area of UK domestic gardens **700,000 hectares**

(equivalent area of 93,000 professional football pitches) ^[4]



Up to **400,000** different types of plants grow in UK gardens.

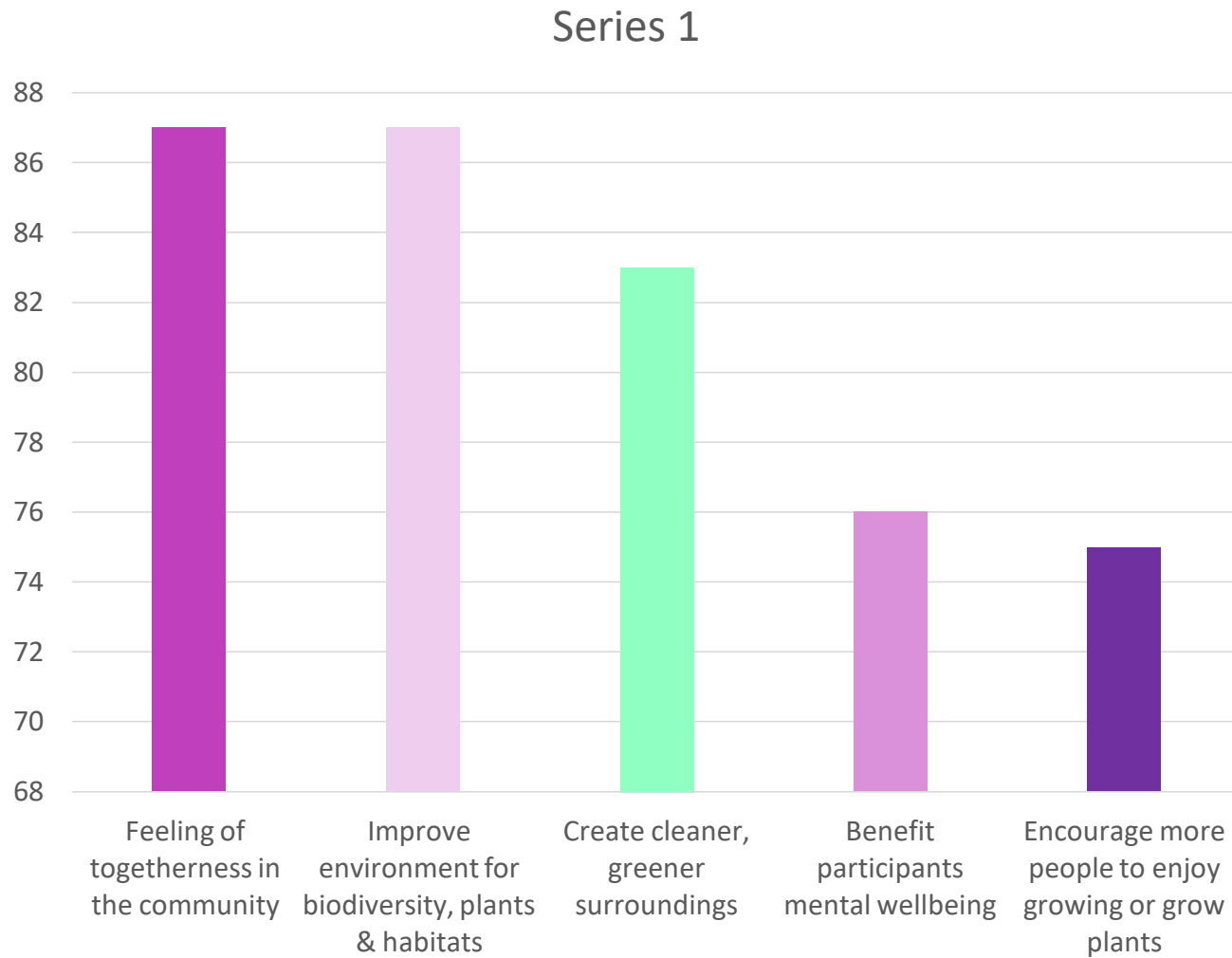
Number of UK gardeners **30 million**

88% of households in Great Britain had access to a private or shared garden during the Covid-19 lockdowns. ^[6]



RHS Sustainability Strategy 2021

Motivations for participating in Bloom



Members of the public were asked to describe what they think Britain in Bloom is about? These are the top charted answers:

Top 7 charted



Britain in Bloom public engagement research, based on answers of 300 respondents in 7 locations across the UK, at the end of 2019.

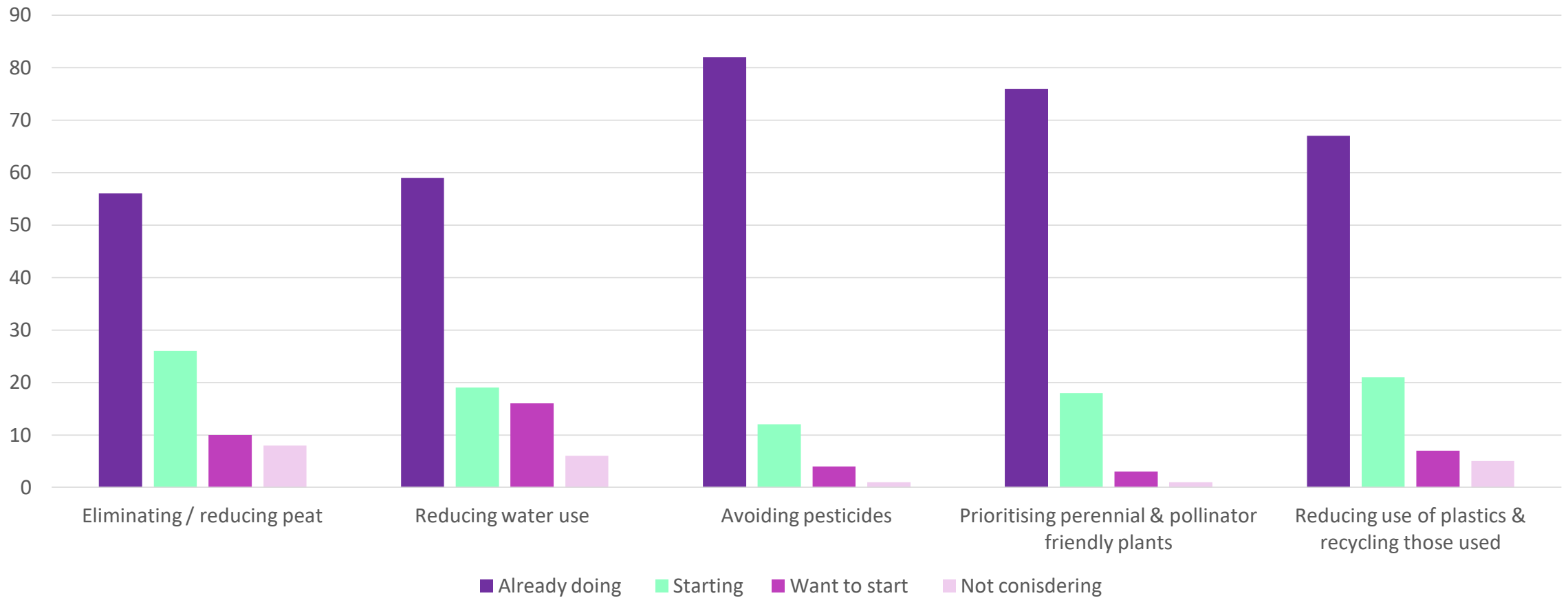
Criteria Changes – Bloom 2022

- Encourage specific behaviours
- Recognise & reward best practice
- Making positive plant choices
- Consider environmental management
- Tell your story, your impacts, your intentions – your journey



What are groups already doing?

Bloom Survey October 2021



Groups in 2022

What does this mean for groups in 2022?

- Telling your story:
 - Highlighting what you are doing now and thinking of doing in the future
 - Show awareness of impacts and opportunities
 - Explain your challenges and impacts are
 - This is a journey



Contact Us



Communities@rhs.org.uk

