

HYBRID PARKS



Home of England's Finest Gardens



HYBRID PARKS

Stephen Bennett
Director of Shows
Royal Horticultural Society



Royal
Horticultural
Society

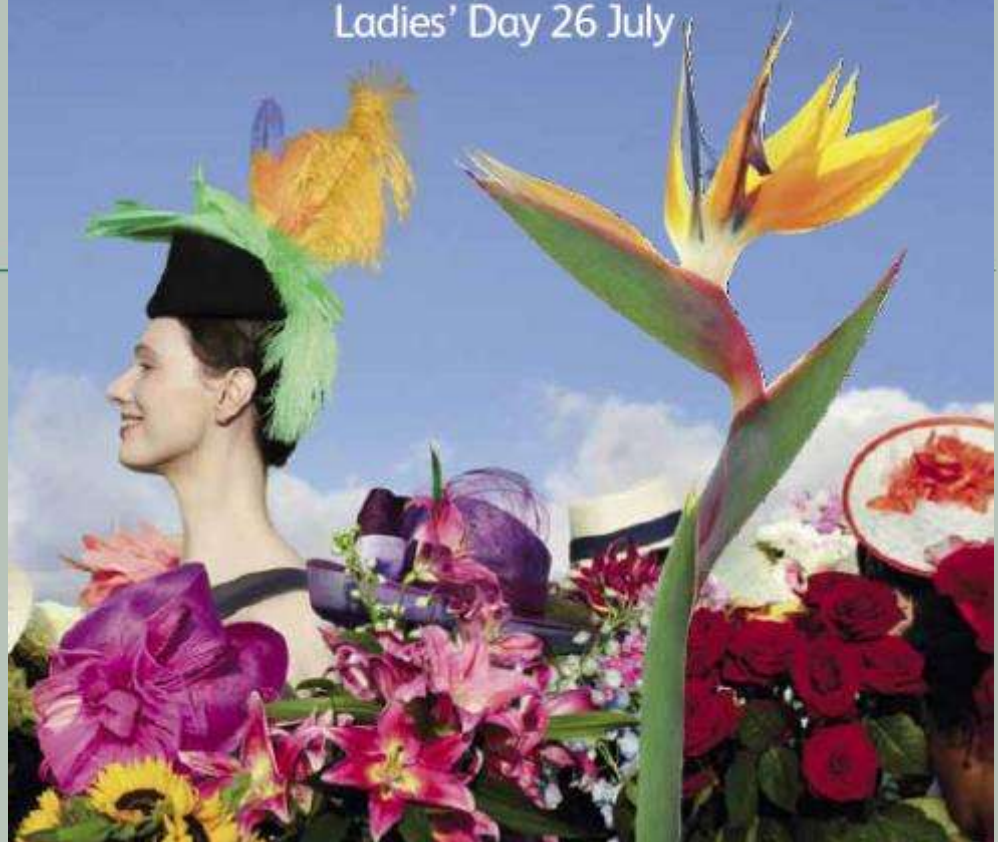
Sharing the best in Gardening

An overview of RHS Flower Show Tatton Park

RHS FLOWER SHOW TATTON PARK

25-28 JULY 2013

Ladies' Day 26 July



RHS FLOWER SHOW TATTON PARK

You're invited to the North's greatest garden party

What makes RHS Flower Show Tatton Park?

Friendly & relaxed atmosphere

Summer

Education (Campaign for School Gardening)

North West

Launching new talent

Community

Careers in

Access to knowledge & plants

Horticulture

Ladies' Day

Social

Young Designer of the Year

Support for first time exhibitors

'Buzz'

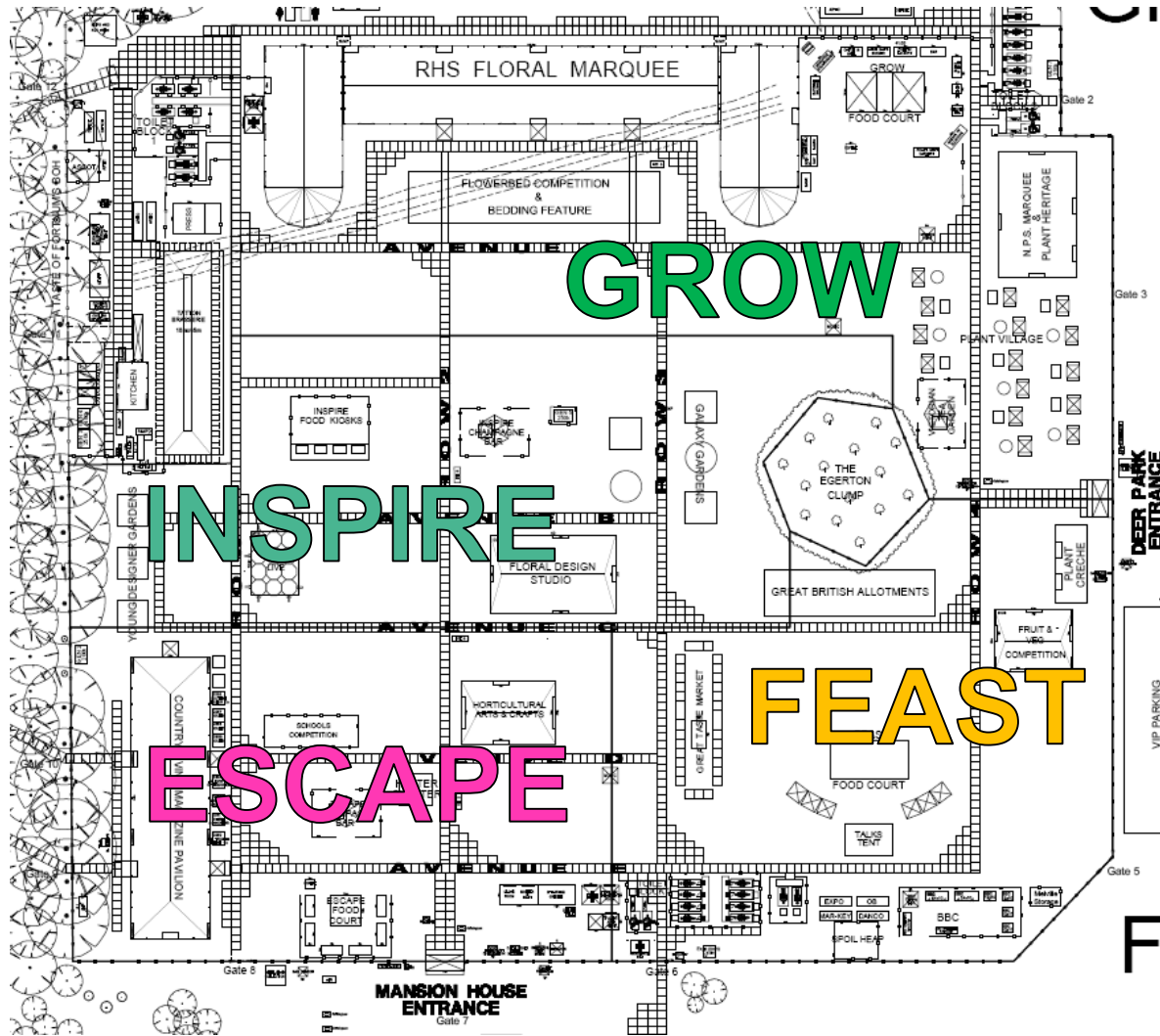
Why RHS Flower Show Tatton Park?



Tatton Park is one of Cheshire's most beautiful open areas and one of the 30 *Gardens of Distinction* in this area. It provides the perfect backdrop for the RHS Flower Show. We aim to:

- Entice visitors from the region but also attract visitors from further afield
- Encourage community groups and local business to take part in the Show
- Enhance visitor appreciation of not just the Show but the estate, gardens and parkland too.
- Appeal broadly to the wide interests of prospective visitors

The Show in 2013 – Four Zones



GROW



The horticultural heart of the show



INSPIRE

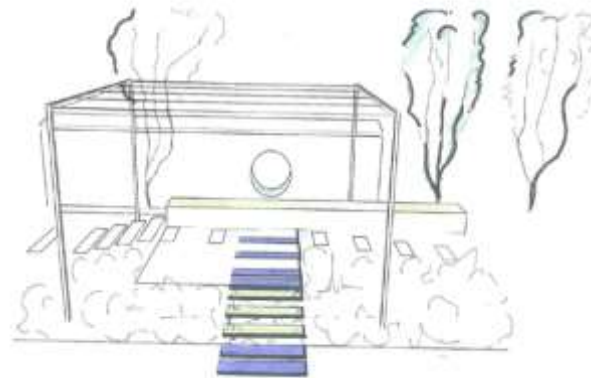
The zone for innovation, aspiration and fresh ideas



Escape to the City
designed by Tony Woods



At the Garden Bees
designed by Florian Degroise



GreEnCO Sense

designed by Christopher James

FEAST



A celebration of the good life



Brian Mellor

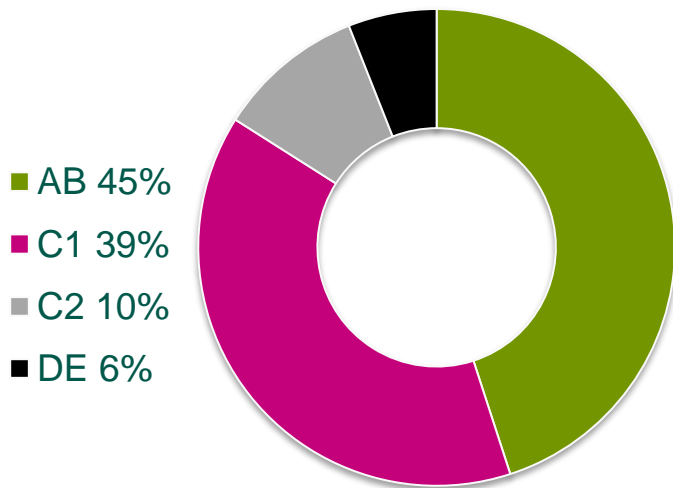
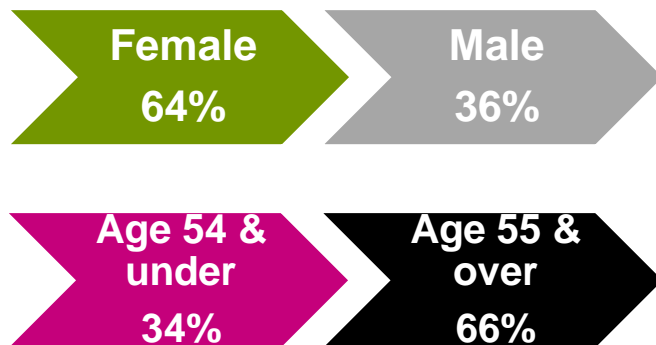


ESCAPE

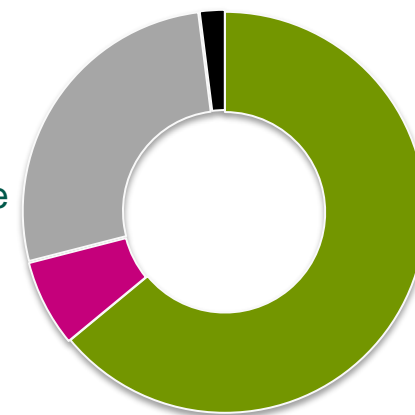
To the coast



Tatton Visitor Statistics



- North West 64%
- Yorkshire & Humberside 7%
- Rest of UK 27%
- Overseas 2%



The show attracts a North West based audience not seen at other RHS events.

Visitor satisfaction ratings are extremely high for the show at Tatton Park, with 90% rating the show 6 or 7 out of 7, and 78% rating the show good or very good value for money.

What we aim to achieve at Tatton Park



- Offer a great gardening Show
- High quality horticulture and horticultural heritage
- Inspire, educate and entertain
- Encourage young gardeners
- Promote careers in horticulture
- Offer a great day out
- Economic benefits to the region

Other RHS Flower Shows



RHS Hampton Court Palace Flower Show
The Great Garden Festival
9 – 14 July 2013



RHS Flower Show Cardiff
19 – 21 April 2013
11 – 13 April 2014

RHS London Flower Shows



RHS Chelsea Flower Show Centenary

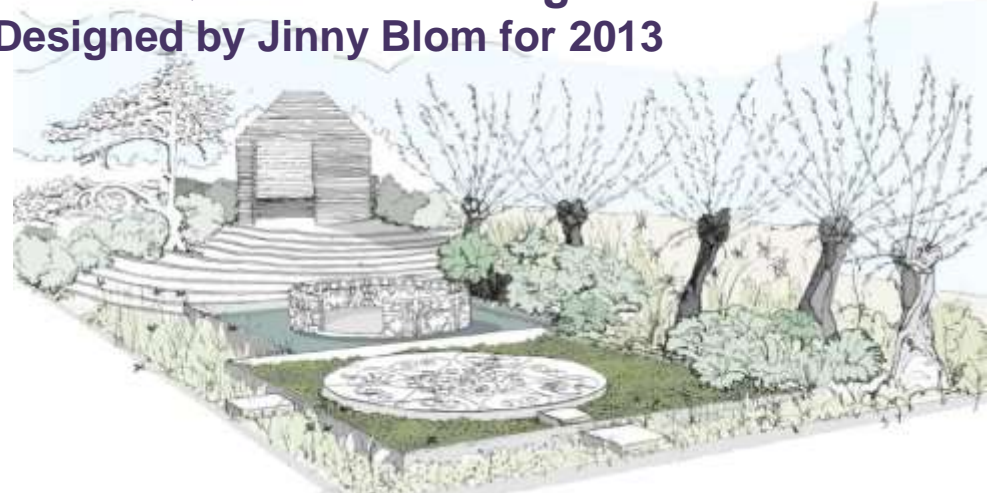
21-25 May 2013



100 YEARS

RHS CHELSEA FLOWER SHOW

The B&Q Sentebale 'Forget-me-not' Garden
Designed by Jinny Blom for 2013



The Westland Magical Garden
With Chelsea Pensioners
Designed by Diarmuid Gavin in 2012



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AND

24-27 JULY 2014



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