

The Mail



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'Cool' gardening lifts RHS turnover

THE Royal Horticultural Society, which runs Chelsea Flower Show, has forecast an increase in turnover of more than £20 million this year and announced plans to expand its horticultural holidays.

The society, which has been promoting horticulture since 1804, expects turnover to increase from £58 million last year to £70 million for 2012, director-general Sue Biggs said.

RHS flower shows attract more than 600,000 visitors a year and membership subscriptions, which have increased from 360,000 in 2010 to

400,000, make up the bulk of its income.

As well as Chelsea, which opens on Tuesday, events include Hampton Court Palace show, in south-west London, and Tatton Park in Cheshire.

Designers such as Patricia Fox, who has joined with Toshiba Tec to create The Rooftop Workplace of Tomorrow for Chelsea, are also helping to make gardening increasingly 'cool', Biggs said.

The urban garden, is a modular pod that includes high-tech gadgets all connected by wi-fi.

■ Vicki Owen and Gaynor Pengelly



OUTDOOR OFFICE: The high-tech Rooftop Workplace of Tomorrow at this week's Chelsea Flower Show