



House of Commons
Digital, Culture, Media and
Sport Committee

**Garden design and
tourism**

Fourteenth Report of Session 2017–19

*Report, together with formal minutes relating
to the report*

*Ordered by the House of Commons
to be printed 16 July 2019*

The Digital, Culture, Media and Sport Committee

The Digital, Culture, Media and Sport Committee is appointed by the House of Commons to examine the expenditure, administration and policy of the Department for Digital, Culture, Media and Sport and its associated public bodies.

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Powers

The Committee is one of the departmental select committees, the powers of which are set out in House of Commons Standing Orders, principally in SO No 152. These are available on the internet via www.parliament.uk.

Publication

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Committee staff

The current staff of the Committee are Chloe Challender (Clerk), Mems Ayinla (Second Clerk), Mubeen Bhutta (Second Clerk), Conor Durham (Committee Specialist), Lois Jeary (Committee Specialist), Andy Boyd (Senior Committee Assistant), Keely Bishop (Committee Assistant), Lucy Dargahi (Media Officer) and Anne Peacock (Senior Media and Communications Officer).

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Summary

For centuries gardens and parks have been created to define spaces and give an experience of beauty to the visitor. They are one of the great cultural assets of the United Kingdom and regularly feature each year amongst the most visited attractions in the country. Garden design is also a creative artform in which Britain has produced many world leading practitioners. In this short report the Select Committee has considered the importance of gardens to the UK visitor economy and the role they should play in our overall tourism strategy. We believe that the Department for Digital, Culture, Media and Sport (DCMS) should explore the opportunities to create closer partnerships between the garden sector, destination management organisations and the economic regeneration strategies of Local Enterprise Partnerships. Garden design should also be recognised as part of the UK's creative sector.

In the 1980s and '90s a series of five 'National Garden Festivals' were organised in Liverpool, Stoke-on-Trent, Glasgow, Gateshead and Ebbw Vale. These attracted millions of visitors and helped to regenerate communities in need of investment. We believe the government should consider a new "UK Garden City" initiative, organised in addition to the current UK City of Culture competition, to promote the creation of new public gardens, and to support the restoration of great lost gardens.

The Government has committed to negotiating a Tourism Sector Deal which includes an emphasis on making tourism careers attractive and sustainable. This is an important opportunity to strengthen career pathways into the garden sector, and hence ensure the UK retains its strength in garden tourism.

Introduction

1. Gardens are a significant part of both domestic and international tourism in the UK and contribute to the UK's international reputation and standing. In 2017 the top 10 paid attractions list in England included two historic gardens. Royal Botanic Garden Kew was visited by 1.5 million people, and the Royal Horticultural Society's Wisley gardens had 1.1 million visitors.¹ Across the nation as well gardens like Bodnant in Wales, the Royal Botanical Garden in Scotland, the Eden Project in Cornwall, Westonbirt National Arboretum near Bristol, and Yorkshire's RHS garden at Harlow Carr are amongst the most popular attractions in their area. Visiting gardens is also a major part of the appeal of popular historic houses like Chatsworth in Derbyshire and Blenheim Palace at Woodstock, near Oxford.

2. Our inquiry examined how gardens and garden design contribute to tourism, to the creative economy and to our national heritage. We were interested to hear about the current health of the garden tourism sector, how gardens perform across the UK and, crucially, the steps that the Government could take to enable garden tourism to thrive.

3. We are grateful to all those who contributed to our inquiry. We would like to extend particular thanks to the Royal Horticultural Society who hosted us at the first ever select committee evidence session at RHS Chelsea Flower Show. The opportunity to speak to those working in garden design and to see the creativity on display first-hand was invaluable.

1 Supporting garden tourism

The value of garden tourism

4. In 2018 there were 37.9 million overseas visitors who came to the UK.² Almost one third of all visits to the UK include a trip to a garden or park, and there have been annual increases in garden day trips in England every year since 2014.³ A 2018 study by Oxford Economics⁴ found that garden tourism generates £2.9 billion of UK GDP, employs 32,000 people, and that international tourists spent an estimated £2.2 billion visiting the UK's parks and gardens in 2017. The report also estimates that garden tourism generated an additional £1.2 billion for related industries like hotels and restaurants. Since we took evidence for our inquiry, the Government has announced a new Tourism Data Hub to better understand the movements and motivations of visitors to the UK.⁵

5. Commenting on the available figures, the Tourism Alliance noted that over a five year period there was an increase in visits to parks and gardens, despite the fact that the overall number of domestic visits decreased during the same period. They commented: “not only are parks and gardens an important and core component of the UK tourism offering, but their increasing popularity among both domestic and overseas visitors means that they warrant special policy consideration by the Government”.⁶

6. Richard Barley, Director of Horticulture, Learning and Operations at Royal Botanic Gardens, Kew told us garden tourism has “a huge potential upside that is not being tapped into currently”⁷ and Royal Horticultural Society Director-General Sue Biggs commented that there is much “hidden treasure” within garden tourism which, if maximised, could mean a doubling of the economic contribution of the sector.⁸

7. This was also echoed in the written evidence that we received. For example, the National Garden Scheme commented: “the contribution of British gardens to tourism is not properly understood and it is underestimated in financial, social and cultural terms. As a result, gardens are not appropriately promoted”. They noted that visiting gardens has been part of our national life for “nearly a century” and suggested that this should be reflected in the way that gardens are promoted to tourists.⁹

8. **Our inquiry was warmly welcomed by the garden sector who told us that garden tourism has much more economic potential which is yet to be exploited. Given that garden tourism generates almost £3 billion in GDP this merits further attention. In response to our report, the DCMS and VisitBritain should commit to building on the work of Oxford Economics to increase the evidence base for garden tourism, including tracking the ongoing economic contribution of the sector. This could be undertaken within the new Tourism Data Hub.**

2 VisitBritain [Britain's visitor economy facts](#)

3 VisitBritain/VisitEngland [VisitBritain/VisitEngland highlights importance of gardens to tourism at RHS Chelsea Flower Show](#) 16 May 2019, Department of Digital, Culture, Media and Sport [GDN0030] para 2.1

4 Oxford Economics [The Economic Impact of Ornamental Horticulture and Landscaping in the UK](#) October 2018

5 HM Government [Industrial strategy: tourism sector deal](#) 27 June 2019

6 Tourism Alliance [GDN0021] para 2

7 Q6

8 Q29

9 National Garden Scheme [GDN0027]

Promoting gardens

9. The evidence we received indicates that there could be a larger market for garden tourism thus increasing economic returns. Philip Barnes, General Manager at the National Trust's Sissinghurst Castle Garden told us that Sissinghurst Castle Garden has an increase in visitors during the RHS Chelsea Flower Show because people “are inspired by the romance and beauty of what they see”¹⁰ and this creates a multiplier effect. In their submission, the Tourism Alliance described the 2015 Government decision to shift responsibility for domestic tourism marketing to local tourist boards—with VisitBritain focusing solely on international tourism—as an approach that “fundamentally misunderstands the nature of the domestic tourism industry in the UK”.¹¹ They note that research has found “domestic tourism marketing increases overall domestic tourism expenditure rather than simply redistributing it between destinations”.¹²

10. Royal Botanic Gardens, Kew was one of several contributors to suggest that there needs to be better and more joined-up marketing of the UK's gardens.¹³ Richard Barley told us:

I think that there could be a far more prominent and co-ordinated promotional campaign based on visiting gardens of all sorts in the UK. The breadth and diversity of gardens here is staggering, and nowhere else in the world has anything remotely approaching the quality and variety of garden visiting opportunities that the UK has.¹⁴

The Royal Horticultural Society suggested that gardens could be better integrated within the GREAT campaign run by government bodies including the DCMS and VisitBritain to showcase what the UK has to offer to domestic and international tourists.¹⁵ Sue Biggs commented: “if I look at what we have as an asset in this country, it makes me want to weep sometimes that we still do not even have a “Gardens are great” poster anywhere in the world.”¹⁶ The National Garden Scheme suggested that tourism bodies “conspicuously fail to promote” the breadth and diversity of UK gardens.¹⁷

11. VisitBritain have featured gardens in a number of their promotional activities, including in the use of global ambassadors,¹⁸ partnership campaigns in China and Australia and through social media.¹⁹ VisitEngland ran a “Year of the English Garden” PR campaign in 2016 which included compiling 1000 images of gardens across the country.²⁰ VisitBritain/VisitEngland Head of Tourism Affairs Anthony Pickles told us that there are 994 mentions of gardens on the VisitBritain website²¹ and commented “we market gardens

10 Q6

11 Tourism Alliance [[GDN0021](#)] para 3.2

12 Ibid

13 Royal Botanic Gardens, Kew [[GDN0009](#)]

14 Q10

15 The GREAT Britain campaign is a government international promotional campaign that showcases the best of what Britain has to offer to inspire the world and encourage people to visit, do business, invest and study in the UK. www.greatbritaincampaign.com. Further information about the tourism aspects of the GREAT campaign can be found on the VisitBritain website at www.visitbritain.com

16 Q15, this is a reference to the broader Britain is GREAT campaign www.greatbritaincampaign.com

17 National Garden Scheme [[GDN0027](#)] para 2

18 Q27

19 VisitBritain supplementary evidence [[GDN0028](#)]

20 Department of Digital, Culture, Media and Sport [[GDN0030](#)] para 1.2

21 Q8

absolutely across all of our channels. We push a lot of our press visits to them”.²² In June 2019, the Government called on VisitBritain to use images of gardens more extensively in marketing to reflect the UK’s status as “the gardening capital of the world”.²³

12. We also found some evidence of success in marketing British gardens to specific international markets. For example, the Gourmet Garden Trails in Kent have been marketed very specifically to Dutch and German tourists.²⁴ The local tourist board notes that while there is “a strong demand for garden product as part of a tourism offer [...] it is not always the core of the visitors reason for visiting an area and provides a more solid offer when combined with other product such as heritage or food and drink which expand the market reach and seasonality”.²⁵ In his evidence garden tourism academic Dr Richard Benfield suggested that there could be new UK garden visitor markets in South Asia, Australasia and Africa.²⁶

13. The witnesses we heard from suggested that there could be more focus on marketing gardens throughout the calendar year. Philip Barnes noted that Sissinghurst Castle Garden cannot take any additional visitors during the months of May and June but that “spreading the season across the year is an opportunity for us to manage that sustainability a bit better”.²⁷ Anthony Pickles agreed that there is a need to “spread the success across the year because so many jobs depend on it”.²⁸ Sue Biggs suggested that the UK could learn from “things like autumn in New England with the fall foliage and the colours there, or [...]cherry blossom in Japan. Those were never major events. Marketing created those events”.²⁹ Witnesses commented that the garden sector is characterised by “many small businesses”³⁰ and that this is why co-ordinated marketing needs Government support.³¹

14. Our inquiry found that there is significant scope for further marketing of the UK’s gardens, and the opportunity to build upon the international esteem in which they are already held. The Government could play a role in supporting the sector to increase existing market share, break into new markets, and attract garden visitors during all seasons of the year. *The DCMS should convene a taskforce including representatives from VisitBritain and the garden sector to better co-ordinate garden tourism marketing activity that is already taking place and identify further action that would grow the market across the calendar year. The first meeting of the group should take place before the end of 2019.*

22 Q8

23 HM Government [Industrial strategy: tourism sector deal](#) 27 June 2019

24 VisitBritain supplementary written evidence [[GND0028](#)], Department of Digital, Culture, Media and Sport [[GDN0030](#)] para 1.1, Q20 [Anthony Pickles]. The Gourmet Garden Trails were promoted as part of the £40 million Discover England fund administered by VisitBritain.

25 Go To Places/VisitKent/Herts [[GDN0022](#)] Para 16

26 Dr Richard Benfield [[GDN0010](#)]

27 Q53

28 Q28

29 Q26

30 Q49 [Sue Biggs]

31 Q49 [Sue Biggs], Q28 [Anthony Pickles], Q13 [Philip Barnes]

Gardens and their local areas

15. We found conflicting views in our evidence about the extent to which gardens contribute to the areas where they are located. Historic landscape advisor John Phibbs suggested that the “entire income” generated by significant gardens goes to these estates and is not shared with the local economy.³² However, Botanic Gardens Conservation International noted: “the Royal Botanic Garden Edinburgh spends £11.23 million per year on staff salaries, procurement of goods and services from suppliers, and other items. Over 99% of this expenditure is spent within Scotland, therefore directly benefiting the Scottish economy”.³³

16. There are also gaps in the geographical spread of parks and gardens across the UK, with consequent implications for the extent to which all parts of the country are able to benefit from the economic benefits of garden tourism. In their submission, environmental charity Groundwork UK noted: “there is an inequality in access to green space” and that “the green spaces that attract large numbers of visitors are concentrated in particular areas of the country”.³⁴ VisitBritain’s research into the activities of overseas visitors to the UK found that 42% of tourists in London visited parks or gardens, compared to just 15% of those visiting the East Midlands”.³⁵

17. Anthony Pickles told us that 54% of international tourists to the UK do not leave London during their stay.³⁶ Royal Parks Chairman Loyd Grossman commented that “the whole ecology of tourism is very unhelpfully skewed towards London”.³⁷

18. Local Enterprise Partnerships (LEPs) are joint local authority-business bodies responsible for promoting local economic development and developing local industrial strategies across England.³⁸ Sue Biggs told us that some LEPs have recognised the role that gardens can play in their local economy.³⁹ During our visit to RHS Chelsea Flower Show we visited a stand from Birmingham City Council, one of a number of local authorities to have had a presence at the show in recent years, demonstrating their interest in the garden sector.

19. The National Trust have been involved in conservation projects co-ordinated by LEPs but note that partnerships are often focused on large, infrastructure projects which means “LEPs are not well set-up to support and invest in sectors such as tourism, which are often predicated on multiple small or medium sized businesses—including gardens—across a geographical location”.⁴⁰ The Tourism Alliance commented “very few LEPs view tourism as a primary focus for growth in their area” and that “garden tourism is rarely a priority”.⁴¹ In April 2019 the DCMS issued guidance to LEPs on how to boost tourism within their local industrial strategies, which confirmed that this is an economically important sector.⁴² In June 2019 the Government announced that VisitBritain will be running a bidding process for up to five “Tourism Zones” in areas that want to grow their visitor economy.⁴³

32 Mr John Phibbs [GDN0001] para 2

33 Botanic Gardens Conservation International [GDN0004] para 4

34 Groundwork UK [GDN0005] para 3.1

35 VisitBritain [Activities in Britain’s nations and regions Foresight issue 165](#) January 2019

36 Q8

37 Q35

38 [Local Enterprise Partnerships](#) Briefing Paper 5651 House of Commons Library 28 March 2019

39 Q23, Royal Horticultural Society [GDN0020] para 16–17

40 National Trust supplementary written evidence [GDN0029] para 4

41 The Tourism Alliance [GDN0021] para 3.1

42 DCMS [Connected growth - toolkit for places: tourism](#) 5 April 2019

43 HM Government [Industrial strategy: tourism sector deal](#) 27 June 2019

20. Local Enterprise Partnerships are a key vehicle for driving local economic growth and could play an important role in spreading the benefits of garden tourism more evenly across England. *The DCMS and VisitBritain should build on the April 2019 guidance to Local Enterprise Partnerships by more explicitly championing garden tourism, and proactively seeking to ensure that tourism is included in the local industrial strategies of areas that contain the 20 most visited gardens outside London.*

21. In their evidence, gardeners Adam Frost and Jonathan Sheppard suggested that the DCMS should create a new “UK Garden City” initiative as a counterpart to the UK City of Culture⁴⁴ competition:

If we are serious about the importance of gardens and green spaces in terms of tourism, why not a similar competition to have a “UK Garden City” also given for a period of one year that engages the arts and whose aim is to promote the city in terms of tourism, based around its gardens and green spaces. Museums could proactively promote the history of gardens and plant collections, but ensure the narrative is told in a more modern and relevant way than perhaps has previously happened.⁴⁵

22. Both Royal Botanic Gardens, Kew and the Royal Horticultural Society told us that they feel that the work that they do in local areas better meets the aim of promoting garden tourism locally. Richard Barley told us Kew has received funding from the National Heritage Lottery Fund to run the Grow Wild programme, working with local communities to green their local area.⁴⁶ Sue Biggs outlined the Britain in Bloom programme which gives £500 funding to local communities to help them transform their local green spaces.⁴⁷ Both Mr Barley and Ms Biggs told us that they felt a single garden festival in one place would be hard to create.⁴⁸

23. We commend the Royal Horticultural Society and the Royal Botanic Gardens, Kew for their work greening local communities, but believe this could take place alongside a “UK Garden City” initiative. We have seen the benefits that City of Culture initiatives can bring to local areas in our wider work. *In and of itself creating a “UK Garden City” would raise the profile of garden tourism within the DCMS and beyond. The DCMS should scope out how such an initiative could work in the next twelve months, with a view to launching the first competition before the end of 2020.*

Gardens and the creative economy

24. The DCMS has responsibility for tourism policy, which is the main focus of this report, but also leads on heritage, the arts and wider creative industries policy. The DCMS defines the creative industries as comprising advertising and marketing, architecture, crafts, design and designer fashion, film, TV, video, radio and photography, IT, software and computer services, publishing, museums, galleries and libraries and music, performing

44 The City of Culture competition is run by the Department of Digital, Culture, Media and Sport and was inspired by the impact of Liverpool being named as European Capital of Culture in 2008. Derry-Londonderry was the first UK City of Culture in 2013, followed by Hull in 2018. Coventry has been named City of Culture 2021.

45 Adam Frost and Jonathan Sheppard [GDN0013] para 39

46 Q31, Royal Botanic Gardens, Kew [GDN0009]

47 Q31, Royal Horticultural Society [GDN0020] paras 29–31

48 Q31

and visual arts.⁴⁹ Its definition of the cultural sector includes “operation of historic buildings and similar visitor attractions”.⁵⁰ The RHS expressed unhappiness that gardens are not explicitly recognised “as a valid contributor to the creative economy”.⁵¹ Sue Biggs commented:

I must confess it is one of my biggest frustrations that in the gardens, in particular when you see the garden designs, there is sheer artistry of how they are created and put together, trees and shrubs and flowering plants and sculpture together, to me that is part of our creative industry, that is art but, whether through Arts Council or any other area that recognises art, garden design is not recognised as art.⁵²

25. The written evidence that we received also included concerns about the relative place of gardens within wider heritage policy. The Heritage Alliance told us that over 1,600 parks and gardens in England are designated as being of national importance, and are included in the Register of Historic Parks and Gardens of special historic interest in England, with a further 99 registered parks and gardens on Historic England’s Heritage at Risk Register.⁵³ The National Lottery Heritage Fund commented: “the cultural value of our parks, gardens and landscapes is often not fully recognised as evidenced in the 2016 Cultural White Paper, which made relatively little mention of the cultural traditions associated with our historic gardens, protected landscapes and natural heritage”.⁵⁴ Landscape consultant Hal Moggridge suggested in his evidence that gardens’ “historic associations are as deep as those with buildings and deserve equal recognition.”⁵⁵ During our visit to RHS Chelsea Flower Show we saw the D-Day 75 Garden, an impressive marrying together of artistic gardens with the nation’s history.

26. Our inquiry found that gardens contribute not only to tourism but also to the wider creative economy championed by the DCMS. Yet this is not explicitly recognised in key strategy and research documents. *The Department should consult with the garden sector on how best to capture and track this contribution in their annual Sectors Economic Estimates data collection. The DCMS should work with the Office for National Statistics to ensure that the revised measures are in place before the end of 2020.*

The Tourism Sector Deal

27. In June 2019, the Government published a new tourism ‘sector deal’ as part of ongoing work on a new Industrial Strategy.⁵⁶ Anthony Pickles told us:

The sector deal for us is to raise tourism’s profile across Whitehall and to have that co-ordinated approach that brings people together. We sit there in DCMS as a very, very small part. It has so many other things that it deals with—the BBC, tech, data, whatever—but tourism often slips quite far down

49 Department for Digital, Culture, Media and Sport [DCMS Sectors Economic Estimates 2017 \(provisional\): Gross Value Added](#) November 2018

50 *Ibid*

51 Royal Horticultural Society [\[GDN0020\]](#) para 21

52 Q57

53 All figures taken from Heritage Alliance [\[GDN0024\]](#), Department of Digital, Culture, Media and Sport [\[GDN0030\]](#) para 1.6

54 The National Lottery Heritage Fund [\[GDN0019\]](#) para 17

55 Hal Moggridge [\[GDN0003\]](#) para 11

56 HM Government [Industrial strategy: tourism sector deal](#) 27 June 2019

the agenda. The sector deal has shown that there is an export component, that there is clear leadership and that there is an absolute appetite for it from the industry across the country.⁵⁷

28. One of the aims of the sector deal is to enhance tourism and hospitality careers, including through the creation of new apprenticeships and T-level qualifications.⁵⁸ However, in their evidence Adam Frost and Jonathan Sheppard commented that “too often gardening is seen as a past time [sic] as opposed to a career”.⁵⁹ Dr Ross Cameron from the University of Sheffield commented that “many of the most able gardeners are often those on their second career who have made their money elsewhere”.⁶⁰ While Richard Barley noted that “horticulture is not a well-paid career”,⁶¹ he explained that graduates working at Kew could earn around £20,000–£25,000 as their starting salary, which would increase with experience.⁶² Philip Barnes commented that gardening “is not considered to be a creative artistic role necessarily or even a career path that could lead to something quite brilliant”.⁶³

29. Preserving the UK’s strength in garden tourism depends on a sustainable future talent pipeline. *The DCMS and VisitBritain should undertake a review of current entry-routes and career pathways into the garden sector, and in response to this report, the DCMS should set out how they will be specifically supporting the garden tourism workforce within the Tourism Sector Deal.*

57 Q17

58 HM Government [Industrial strategy: tourism sector deal](#) 27 June 2019

59 Adam and Frost and Jonathan Sheppard [[GDN0013](#)] para 36

60 Dr Ross Cameron [[GDN0016](#)]

61 Q61

62 Ibid

63 Q57

Conclusions and recommendations

Supporting garden tourism

1. Our inquiry was warmly welcomed by the garden sector who told us that garden tourism has much more economic potential which is yet to be exploited. Given that garden tourism generates almost £3 billion in GDP this merits further attention. *In response to our report, the DCMS and VisitBritain should commit to building on the work of Oxford Economics to increase the evidence base for garden tourism, including tracking the ongoing economic contribution of the sector. This could be undertaken within the new Tourism Data Hub.* (Paragraph 8)
2. Our inquiry found that there is significant scope for further marketing of the UK's gardens, and the opportunity to build upon the international esteem in which they are already held. The Government could play a role in supporting the sector to increase existing market share, break into new markets, and attract garden visitors during all seasons of the year. *The DCMS should convene a taskforce including representatives from VisitBritain and the garden sector to better co-ordinate garden tourism marketing activity that is already taking place and identify further action that would grow the market across the calendar year. The first meeting of the group should take place before the end of 2019.* (Paragraph 14)
3. Local Enterprise Partnerships are a key vehicle for driving local economic growth and could play an important role in spreading the benefits of garden tourism more evenly across England. *The DCMS and VisitBritain should build on the April 2019 guidance to Local Enterprise Partnerships by more explicitly championing garden tourism, and proactively seeking to ensure that tourism is included in the local industrial strategies of areas that contain the 20 most visited gardens outside London.* (Paragraph 20)
4. We commend the Royal Horticultural Society and the Royal Botanic Gardens, Kew for their work greening local communities, but believe this could take place alongside a "UK Garden City" initiative. We have seen the benefits that City of Culture initiatives can bring to local areas in our wider work. *In and of itself creating a "UK Garden City" would raise the profile of garden tourism within the DCMS and beyond. The DCMS should scope out how such an initiative could work in the next twelve months, with a view to launching the first competition before the end of 2020.* (Paragraph 23)
5. Our inquiry found that gardens contribute not only to tourism but also to the wider creative economy championed by the DCMS. Yet this is not explicitly recognised in key strategy and research documents. *The Department should consult with the garden sector on how best to capture and track this contribution in their annual Sectors Economic Estimates data collection. The DCMS should work with the Office of National Statistics to ensure that the revised measures are in place before the end of 2020.* (Paragraph 26)

6. Preserving the UK's strength in garden tourism depends on a sustainable future talent pipeline. *The DCMS and VisitBritain should undertake a review of current entry-routes and career pathways into the garden sector, and in response to this report, the DCMS should set out how they will be specifically supporting the garden tourism workforce within the Tourism Sector Deal. (Paragraph 29)*

Appendix: Visit to RHS Chelsea Flower Show

After taking evidence for the garden tourism inquiry, the Committee visited key gardens at the RHS Chelsea Flower Show 2019. Amongst those we saw were:

- The D-Day 75 Garden, including meeting with veteran Bill Pendell MM. The statue of Mr Pendell at the heart of the garden looks across at an image of himself as a 22 year old man, bridging the 75 years that separates one moment from another. Once the Flower Show is over the garden will be rebuilt in Arromanches, Normandy.
- The Camfed garden, raising awareness of a charity that has trained 2.2 million school girls in Africa to grow crops. The garden focuses on edible crops typically grown in Zimbabwe, and will go to the Eden Project after the Flower Show.
- The Greenfingers charity garden, which is aimed at supporting children at the end of life. There is less focus on play and more focus on creating a peaceful space, focused on the key elements of human survival.
- The Resilience Garden, which is examining which plant and tree species are best able to cope with the extremes of weather that the UK has experienced in recent years.
- The RHS Garden, co-designed by Davies White Landscape Architects and the Duchess of Cambridge. The message of the garden is encouraging children to explore the freedom of the natural world.

Formal minutes

Tuesday 16 July 2019

Damian Collins, in the Chair

Clive Efford	Jo Stevens
Simon Hart	Giles Watling
Brendan O'Hara	

Draft Report (*Garden design and tourism*), proposed by the Chairman, brought up and read.

Ordered, That the draft Report be read a second time, paragraph by paragraph.

Paragraphs 1 to 29 read and agreed to.

Summary agreed to.

Appendix agreed to.

Resolved, That the Report be the Fourteenth Report of the Committee to the House.

Ordered, That the Chair make the Report to the House.

Ordered, That embargoed copies of the Report be made available, in accordance with the provisions of Standing Order No.134.

[Adjourned till Wednesday 17 July 2019 at 2.00 p.m.]

Witnesses

The following witnesses gave evidence. Transcripts can be viewed on the [inquiry publications page](#) of the Committee's website.

Wednesday 22 May 2019

Richard Barley, Director of Horticulture, Learning and Operations, Royal Botanic Gardens, Kew, **Philip Barnes**, General Manager, Sissinghurst Castle Garden, National Trust, **Sue Biggs CBE**, Director-General, Royal Horticultural Society, **Loyd Grossman CBE**, Chairman, Royal Parks, and **Anthony Pickles**, Head of Tourism Affairs, VisitBritain/VisitEngland

[Q1-67](#)

Published written evidence

The following written evidence was received and can be viewed on the [inquiry publications page](#) of the Committee's website.

GDN numbers are generated by the evidence processing system and so may not be complete.

- 1 Adam Frost and Jonathan Sheppard ([GDN0013](#))
- 2 Ancient Tree Forum ([GDN0015](#))
- 3 Dr Richard Benfield ([GDN0010](#))
- 4 Botanic Gardens Conservation International ([GDN0004](#))
- 5 British Association of Landscape Industries ([GDN0023](#))
- 6 Dr Ross Cameron ([GDN0016](#))
- 7 Department for Digital, Culture, Media and Sport ([GDN0030](#))
- 8 Dr Jan Woudstra, The University of Sheffield ([GDN0012](#))
- 9 Dr Meredith Whitten, London School of Economics & Political Science ([GDN0014](#))
- 10 GARLAND Trust (Garden and Landscape Heritage Trust) ([GDN0011](#))
- 11 Go To Places / Visit Kent/Herts ([GDN0022](#))
- 12 Mr Andrew Grinter ([GDN0002](#))
- 13 Groundwork UK ([GDN0005](#))
- 14 The Heritage Alliance ([GDN0024](#))
- 15 Historic England ([GDN0008](#))
- 16 Historic Houses ([GDN0018](#))
- 17 Landscape Institute ([GDN0017](#))
- 18 Mr Hal Moggridge ([GDN0003](#))
- 19 National Garden Scheme ([GDN0027](#))
- 20 The National Lottery Heritage Fund ([GDN0019](#))
- 21 National Trust ([GDN0025](#))
- 22 National Trust Supplementary evidence ([GDN0029](#))
- 23 Natural History Museum ([GDN0006](#))
- 24 Parks for London ([GDN0007](#))
- 25 Mr John Phibbs ([GDN0001](#))
- 26 Royal Botanic Gardens, Kew ([GDN0009](#))
- 27 Royal Horticultural Society ([GDN0020](#))
- 28 The Royal Parks ([GDN0026](#))
- 29 Tourism Alliance ([GDN0021](#))
- 30 VisitBritain Supplementary evidence ([GDN0028](#))

List of Reports from the Committee during the current Parliament

All publications from the Committee are available on the [publications page](#) of the Committee's website. The reference number of the Government's response to each Report is printed in brackets after the HC printing number.

Session 2017–19

First Report	Appointment of the Chair of Ofcom	HC 508
Second Report	The potential impact of Brexit on the creative industries, tourism and the digital single market	HC 365 (HC 1141)
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