

Confidential



Inspire, Innovate, Impact on a Global Scale:

Join the All-Women Team Making History at RHS Chelsea



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The Idea

The First All-Women Designed and Constructed Show Garden at RHS Chelsea Flower Show

The Chelsea Flower Show has celebrated excellence in garden design for over a century, yet a significant milestone remains unachieved: a garden entirely designed and built by women.

This project seeks to fill that gap, recognising and celebrating women's contributions in design and construction.

It will inspire future generations of female designers and tradeswomen, showcasing the skill, innovation, and artistry of women in the construction industry.





The Intention



A Statement of Excellence

A showcase of innovation, ingenuity, and cutting-edge design. Revolutionary, pioneering, and progressive. Modern materials, state-of-the-art construction techniques, forward thinking design.



Sustainability as Standard

Sustainability isn't the story—it's a given. In today's world, it should be embedded in everything we do. What sets this garden apart is its fearless approach to construction, demonstrating the modern methodologies and materials shaping the future.



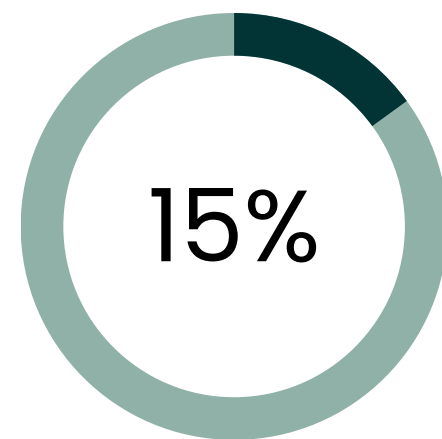
Designed & Built by Women

This is more than a garden – it's a movement. It's NOT about being female; it's about expertise, skill, and innovation. And this time, that comes from an all-women team. Proving the future of construction and landscaping is diverse, dynamic, and without limits.



The Why

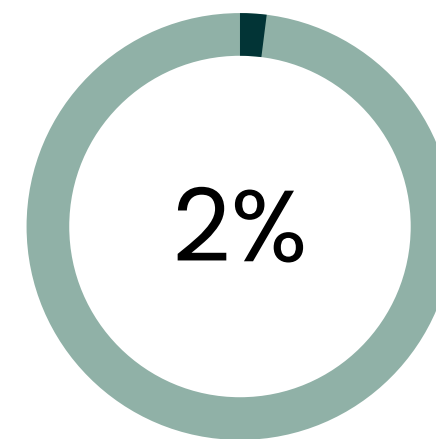
WOMEN IN CONSTRUCTION STATS (*Women in Construction Hub <https://wichub.co.uk>)



Women in Construction

Inspiring Future Generations

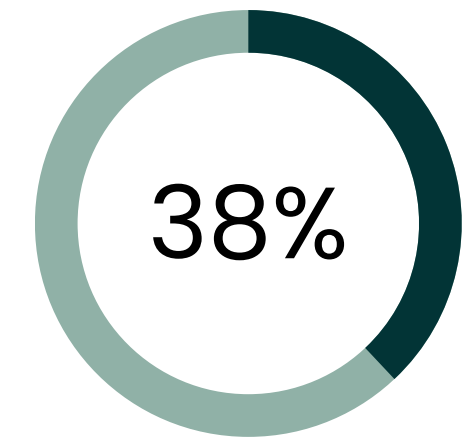
- Leave a lasting legacy
- Encourage young girls and women to see design and construction as viable, rewarding career paths.



Women on the Tools

Showcase Excellence on a Global Stage

- An unparalleled platform to elevate and celebrate the expertise of women in construction and design.
- Demonstrate the innovation and technical skill of female professionals on a world stage.



Average gender pay gap

Driving Industry Engagement & Change

- Engage with industry leaders to actively support and promote women in construction.
- Creating a high-profile project that challenges perceptions and promote inclusion and diversity in the industry.



The Legacy

INSPIRING REAL CHANGE IN THE CONSTRUCTION & LANDSCAPING INDUSTRIES

Transform the Landscape

Serve as a catalyst for meaningful change



Motivate organisations to reassess their practices



Encourage industry-wide evolution and inclusivity

Secure Industry Commitments

Gain pledges from companies and institutions



Drive action on diversity, equity and inclusion



Policy advocacy influencing industry standards and best practices

Create Lasting Impact

Partner with Educational Institutions promoting careers in construction for women



Establish mentorship networks connecting women in construction



Share success stories highlighting female achievements





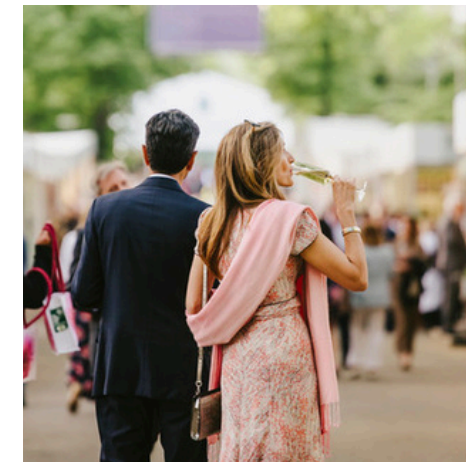
The Opportunity

Creating a Show Garden at the world-renowned RHS Chelsea Flower Show transcends mere garden design; it's a powerful medium for conveying a message to a global audience.

Chelsea Show Gardens primarily serve as a platform for universal PR, marketing, and communications through a unique and highly engaging format.

This prestigious event fuels a global conversation, with the 'Chelsea effect' ensuring that ideas resonate widely — among industry leaders, decision-makers and an international audience.

Show
Garden
Proposal





The Opportunity

Supporting a Chelsea garden offers the chance to contribute to a project with resonance well beyond the event itself, transcending traditional sponsorship.

This isn't just about funding; it could mean contributing expertise, services, or resources to help shape something exceptional.

Involvement creates lasting impact, meaningful connections, and a legacy of influence.

Show
Garden
Proposal





What's in It for You?

Reach a Global Audience

Extensive media coverage seen by millions worldwide, across broadcast, print, and digital platforms.

With 7,000 plus articles reaching over 700 million people, the impact is significant.

Engage with High-Value Demographics

The show attracts an affluent audience, five times more likely than the UK average to belong to the highest income bracket.

Support a Meaningful Cause

Align with a project that champions gender equality and celebrates women in construction and design.





What's in It for You?

Align with Excellence

Chelsea is synonymous with quality and prestige, associating with only the very best in design and creativity.

Leverage Unique Marketing Opportunities

Exclusive event hosting opportunities and genuine one-of-a-kind experiences, offer tangible ROI.

Create Engaging Content

Dynamic content for digital marketing, PR, and internal communications.

From behind-the-scenes insights to exclusive interviews, providing compelling narratives highlighting leadership and expertise across platforms.





Exclusive Hospitality Opportunities

01

Charity Gala Preview

Network with industry leaders, celebrities, and royalty at one of the most exclusive events globally.

02

Tailored Packages

Host private, immersive experiences in a luxury setting curated by renowned chef Skye Gyngell.

03

'After Hours' Events

Entertain guests on your garden after the show closes, perfect for fundraisers, talks, or intimate gatherings.

04

Business Breakfasts

Gain early access to the show and host private tours before the public arrives, providing an exclusive experience for your clients.

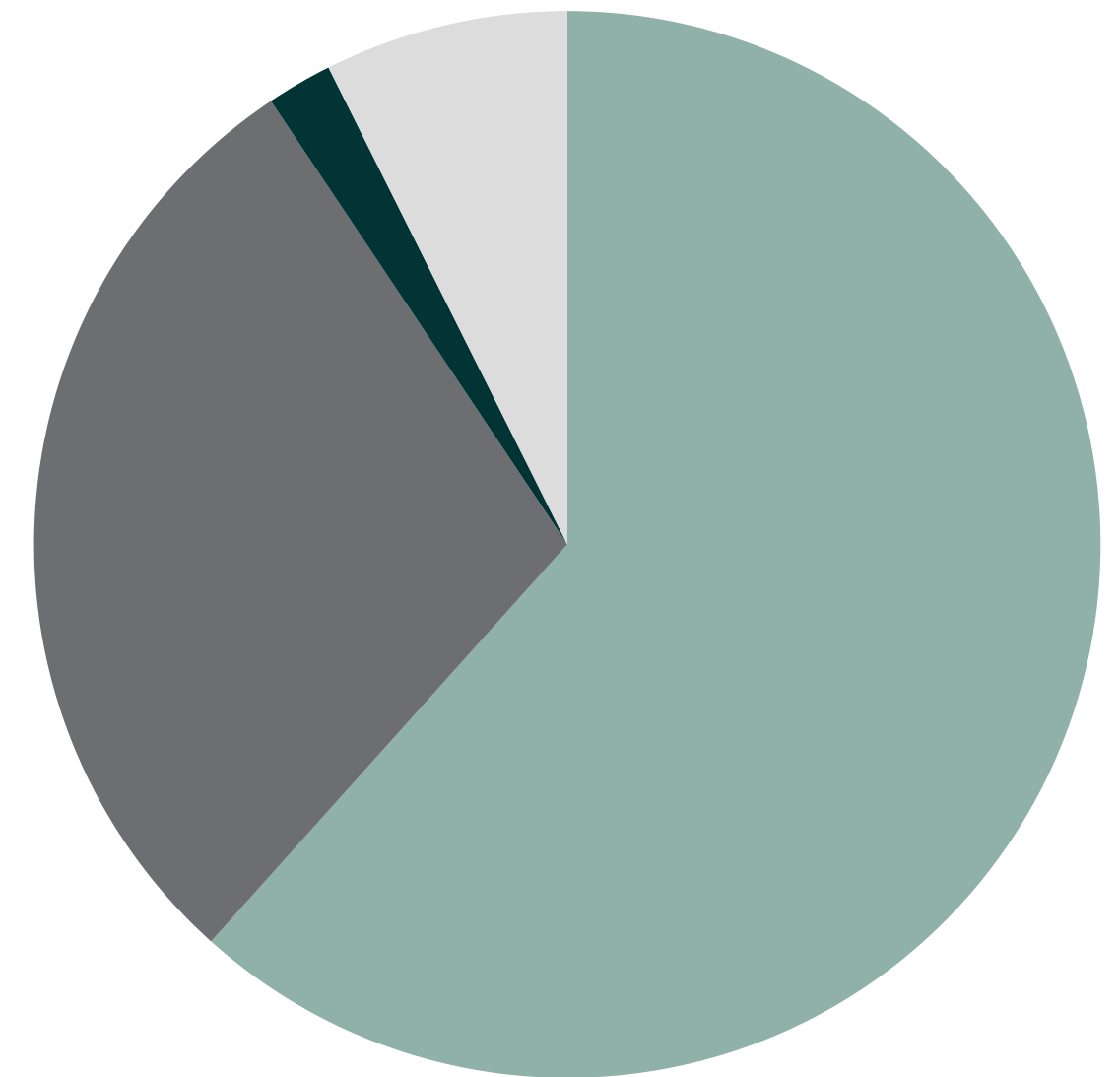


Global Reach

THE RHS CHELSEA FLOWER SHOW REACHES OVER 1 BILLION PEOPLE WORLDWIDE

- 01** Online: Over 3,000 articles reach over 795 million people. 55.8K social media posts generate 329 million impressions and over 4 million engagements.
- 02** Media: 13 hours of prime-time BBC coverage reach an audience of 22.6 million. Print circulation exceeds 84 million, with broadcast articles reaching over 397 million.
- 03** Visitors: The show attracts over 145,000 visitors, 81% of whom fall into the ABC1 category, with significant disposable income.

● Online Articles ● Social Media Impressions
● BBC Broadcast ● Print Circulation



Total: 1.136 Billion



The Ask

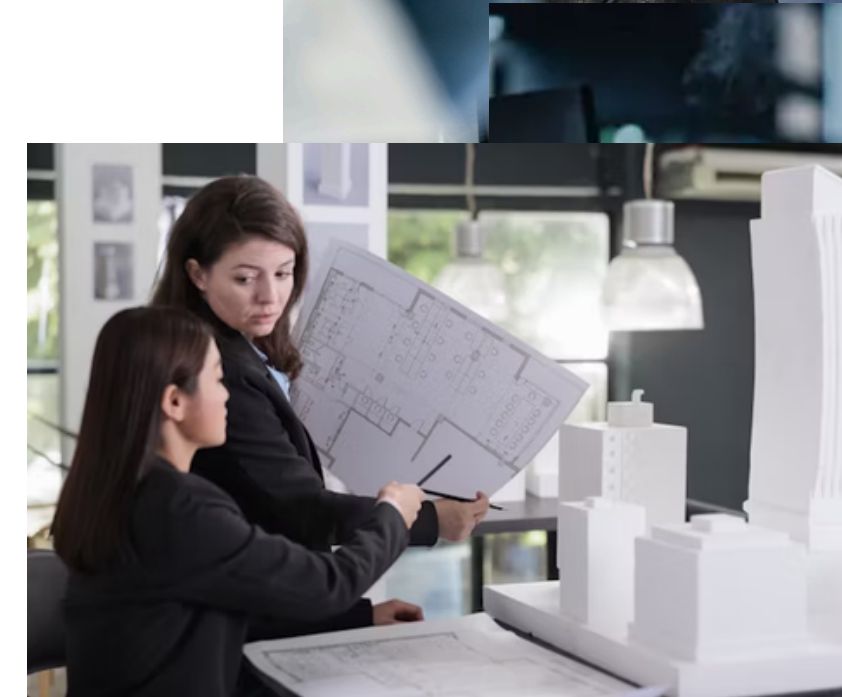
BRINGING THE 'WOMEN IN CONSTRUCTION' CHELSEA SHOW GARDEN TO LIFE:

Design & Construction Collaboration

- Visionary **female architect** and **structural engineer** to collaborate on designing a state-of-the-art structure within the garden.
- **Pioneering construction methods** and **materials** developed by women at the forefront of sustainable innovation.
- **Female-led landscaping expertise**, incorporating cutting-edge eco-friendly practices.

Suppliers & Partners

- **Female-led supply companies** for materials, plants, and landscaping elements to reinforce the message of women's excellence in construction.
- A **PR agency**, led by women, to amplify the project's impact and ensure the right narrative reaches the global audience.





The Ask

LET'S BUILD SOMETHING EXTRAORDINARY TOGETHER:

Financial Backing & Sponsorship

- A **headline sponsor** to support this powerful initiative—whether a company within construction or an organisation championing gender equality and innovation.
- **£250K - £300K** is needed to fund the creation of a small Chelsea Show Garden (12x10m)
- **Support sponsorship** in the form of resources, materials, expertise, services, equipment.

Legacy & CSR Opportunity

- Mandatory **relocation plans** extend the impact of the gardens beyond Chelsea, ensuring elements are re-used, recycled, or relocated to benefit communities.
- A **CSR opportunity** for a sponsor or partner to create a lasting, meaningful legacy.





I have already made my mark on the RHS show garden circuit with two successful projects.

My follow-up project in 2022, commissioned by Cancer Research UK, replicated this success, achieving another Silver-Gilt Medal along with the 'Best Construction' and 'People's Choice' awards.

**2025
WINNER**

**GARDEN DESIGN
COMPANY
UNDER £250,000
TURNOVER**

**PRO LANDSCAPER
BUSINESS AWARDS**

IN ASSOCIATION WITH 

IN PARTNERSHIP WITH 





Backed by the Best

EXPERT GUIDANCE WITH PROVEN SUCCESS

Acceptance at Chelsea is more likely if the designer or landscape company has prior experience at the show.

Since neither is the case for this groundbreaking project, and our team is working together for the first time, we've brought Mark Gregory RHS Ambassador for Construction and Landscaping, on board as a mentor and consultant.

Mark's unparalleled experience through his company Landform, having built over 100 Chelsea show gardens—more than anyone else in history—provides us with invaluable insight and expertise.



Mark Gregory | RHS Ambassdador

L A N D F O R M





Join Us in Making History

We are seeking support from organisations and individuals who recognise this project's potential to convey a powerful message about supporting women.

Whether you're part of the construction industry or any organisation that values gender equality and innovation, your investment – either in sponsorship, time, expertise, resources, or materials – will help us bring this groundbreaking vision to life.

To learn more about how you can be part of this historic project, contact me today. Let's create something extraordinary together.

