



Horticultural  
Development  
Company

# New Project

---

**HNS 172**

**The British Heather Growers'  
Association garden at the  
Royal Horticultural Society  
Show at Hampton Court  
Palace in July 2009**

**Project Number:** HNS 172

**Title:** The British Heather Growers' Association garden at the Royal Horticultural Society Show at Hampton Court Palace in July 2009

**Start and end dates:** 1 February 2009 to 31 October 2009

**Project Leader:** Michael Skinner, The British Heather Growers' Association

**Project Co-ordinator:** Mr David Edge, Forest Edge Nurseries

**Location:** BHGA office and RHS Hampton Court Palace Show

## **Background and project objectives**

Sales of heathers have been declining over the last five to ten years, with a corresponding serious effect on the fortunes of levy-paying British growers of the crop. The aim of this generic project is to remedy the situation and increase size of the UK market for heathers, thus increasing sales for all suppliers, UK and overseas.

A professionally-designed heather garden will be built at the Royal Horticultural Society Show at Hampton Court Palace in early July 2009 with the purpose of demonstrating to the gardening public, and perhaps those who are not yet gardeners, the benefits of growing heathers. These include year-round colour and the beneficial effect on wildlife, such as bees, butterflies, other insects and invertebrates. There are upwards of 170,000 visitors to this Show, as well as extensive media coverage, particularly for medal winners, among whom it is our firm aim to be included. The effects of the garden and publicity on media coverage and sales will be monitored following the Show.

The benefits to British Heather Growers' Association members, as levy payers, would be a vital boost to their businesses, through a significant increase in sales. A corollary is that levies paid to the HDC would also be increased.

The BHGA has informed the HDC HNS Panel that it would prefer the levies raised from heather growers to be spent on this type of activity rather than on technical R&D at this stage.

Further information

Email the HDC office ([hdc@hdc.org.uk](mailto:hdc@hdc.org.uk)), quoting your HDC number, alternatively contact the HDC at the address below.

Horticultural Development Company  
Tithe Barn  
Bradbourne House  
East Malling  
Kent  
ME19 6DZ

Tel: 01732 848 383  
Fax: 01732 848 498

The contents of this publication are strictly private to HDC members. No part of this publication may be copied or reproduced in any form or by any means without prior written permission of the Horticultural Development Company.