



# The UK Garden and Landscape Industry is ripe for serious growth

## *How to deliver a strong future for this £15billion industry*

The Garden and Landscape Industry contributes £13billion a year to the UK economy but is chronically undervalued and underdeveloped.

With the potential to increase employment and drive economic growth to £15billion by 2020, a thriving industry will deliver long-term benefits for Britain.

To ensure our future success, we need investment in research and technology to upscale production and reduce the reliance on imports, and expand the export market. This will act as a catalyst to increase employment opportunities across the UK, grow more British plant and tree stock for domestic and export markets, boosting garden tourism alongside our international reputation.

We have far-reaching benefits to the economy and the nation, delivering skills, techniques and products that have vast economic and environmental significance. The Garden and Landscape Industries can make a huge and positive cumulative impact on Government – not just for the economy, but are undervalued for the social return on investment they offer.

Our industry currently employs 300,000 people from growers to arboriculturists, designers and florists to scientists. Accessing labour from outside the UK is crucial, while we attract new home-grown talent to mitigate against the increasing recruitment crisis.

Despite over 50% of the population being active gardeners, there is little understanding of the consequential value that gardens and managed landscapes deliver for the environment, health, wellbeing and our communities. This return on investment can reduce some of the most costly interventions faced by the public purse.

To achieve economic growth to £15billion we need joined up recognition across Government departments, not just with Defra, but also Communities and Local Government; Business, Energy and Industrial Strategy; International Trade and Exiting the European Union, Education and Health. Only then will the Industry be ripe for growth and be able to flourish.

**We ask Government to take action now to act as catalyst for investment, jobs and growth to ensure the UK Garden and Landscape Industry reaches its full potential.**

# We ask Government to take action by:

## 1 Supporting the industry to grow

We need clear senior representation in Government and real investment in technical innovation to modernise the supply chain, grow import substitution, and increase the revenue from our exported skills. Gardens play a huge role in attracting international tourism and investment. Addressing this will bolster our global reputation as 'the gardening capital of the world', and grow international demand for our expertise as more countries develop their garden and landscape industries.

### To make this happen by 2020, we need:

- Access to technical research funds to scale up import substitution and modernisation of the supply chain.
  - Support from DIT and DCMS to unlock new markets, support trade missions and deliver marketing campaigns to grow garden tourism and promote exportable products, services and skills in all the various fields including design, growing and scientific research.

## 2 Educating, training and securing our future workforce

We need a cross-Government approach to secure a flexible and adaptable workforce. Employers need to meet seasonal demand in horticulture, without this growth in the sector is simply not feasible.

We commit to work with partners to promote horticulture as a clear pathway to a skilled career from primary through to secondary schools, apprenticeships, colleges and universities. A joined-up approach with Government will help place tens of thousands of new British employees in skilled jobs in plant production, design, construction and management of gardens, landscapes and green infrastructure, and into environmental and horticultural science which underpins the success of what we deliver.

### To make this happen by 2020, we need:

- Government to commit to secure access to a sufficient labour force post-Brexit.
- DfE, BEIS and the Careers & Enterprise Company must promote skilled career pathways into the industry.

## 3 Nurturing innovation

We must act now to find more solutions to how gardens and horticulture support environment and human health and wellbeing. Industry cannot do this on its own, but Government has removed support over the last ten years, leaving us without a strategic R&D body.

We welcome Government's Autumn Statement announcement to invest in R&D. These funds must be accessible for our industry to develop new plant lines, products and landscapes that provide enhanced ecosystem services and helps meet the environmental needs of the growing urban population. Horticulture supports mental and physical wellbeing; without a strong horticulture industry, expenditure in the NHS will rocket. The UK's 22 million private gardens, trees and greenspace act as a vitally important habitat for pollinators, mitigate against flooding and tackle air pollution. This can help the UK meet Paris Climate Change targets but not without investment in innovation and growth.

### To make this happen by 2020, we need:

- Investment in R&D to develop new products, plants, services, health and environmental solutions.
- Recognition of the role gardens and green infrastructure play in research and innovation to ensure the competitiveness of the industry.



See the full Ornamental Horticulture Roundtable Action Plan 2015-2020

Our industry can make a substantial contribution to a stronger UK, but not without Government support and recognition.



Sharing the best in Gardening

