

RHS Chelsea Flower Show

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BBC coverage has blossomed More plants, more colour, more Chelsea

The BBC serves up a bumper crop of horticultural goodies this year with a seven-day extravaganza of colour and gardening know-how from this year's RHS Chelsea Flower Show.

BBC coverage of the prestige event of the gardening calendar has blossomed, with more television airtime than ever before. Both newcomers taking their first tentative steps into the garden and Chelsea die-hards are in for a treat – there's something for everyone.

The RHS Chelsea Flower Show goes interactive too, offering digital viewers the next best thing to actually being there. This is the first time that a gardening programme has received the interactive treatment and there is also a massive online resource at www.bbc.co.uk/gardening that will appeal to budding gardeners and perennial planters alike.

Television's green-fingered favourites, Alan Titchmarsh, Charlie Dimmock, Diarmuid Gavin and Chris Beardshaw, present the 11-hour homage to horticulture, which kicks off with an hour-long special on Sunday 19 May, 6-7pm on BBC One (TBC). Rachel de Thame, Joe Swift and Pippa Greenwood will also be reporting for the show.

From Monday 20-Friday 24 May, there will be 45 minutes of daytime coverage on BBC One and an hour-long programme in the evenings on BBC Two, the home of television gardening (8-9pm). The special BBC television offering concludes with a review of the week (Saturday 25 May, 8-9pm on BBC Two).

It is bound to be an emotionally charged affair, with the world's best gardeners hoping for the elusive, and much-coveted, RHS Gold Medal. BBC cameras go behind the scenes to record the blood, sweat and tears of the Olympic-standard competitors, as they indulge in last-minute

changes before the fateful early-morning judging. The BBC will record the highs and lows of the exhibitors, the trials and tribulations of creating a show garden, and the tears and the joy following the medal announcements.

The vagaries of the British weather, the excitement of the competition and the hustle and bustle of the public days mean there are always a few surprises in store at Chelsea. This year sees the launch of the BBC People's Awards, in which TV viewers and internet users can vote for the best gardens themselves. Votes can be cast over the internet or by 'phone, making the thrill of Chelsea accessible to all.

Jane Root, Controller of BBC Two, says: "The RHS Chelsea Flower Show is a splendid event. The BBC broadcasts, together with the interactive TV elements and superb website, add up to a marvellous celebration of the people, plants and passion of Chelsea. We have pulled out all the stops so that viewers can get closer to the action than ever before."

Stephen Bennett, Shows Director for the RHS, comments: "The RHS is delighted to be working with the BBC. With access to so much good gardening, great ideas and real inspiration, tuning in to the BBC coverage is the next best thing to visiting the show in person."

Visitors to the RHS Chelsea Flower Show can visit the BBC Interactive Maze, where they can sample the BBCi interactive services. As well as the virtual treats in store, there is also the chance to make a very real contribution to the Chelsea coverage. Visitors can record their own show commentary at the video booth and be part of the TV experience.

The BBC coverage of Chelsea will also include an on-air competition as part of the

forthcoming *Flying Gardener* series. The BBC stand is next to the Lifelong Learning marquee, at the southern end of the main avenue.

BBC Local Radio will be celebrating the Chelsea Flower Show experience with an even bigger presence at the event (see Appendix).

Chelsea chatter

Alan Titchmarsh

Presenter, *RHS Chelsea Flower Show*

“Chelsea Flower Show has been a firm date in my diary for more than 30 years and I’ve been lucky enough to present the BBC’s coverage of the event since 1983. You’d think that, by now, I’d be used to it, but that couldn’t be further from the truth.

“Each year I enjoy it more than ever before – that standard of cultivation, the chance to meet old friends and the knowledge that this really is the best flower show in the world. So much effort goes into Chelsea each year and I hope that our programmes reflect that and make this a special occasion, even for those who can’t get to London SW3 to see it.

“There’s something for everybody at this great Spring Show – whether raw beginner or seasoned veteran. I’m delighted to play a part in letting people see gardening at its very best.”

Charlie Dimmock

Presenter, *RHS Chelsea Flower Show*

“I have been visiting Chelsea for the past 16 years and I wouldn’t miss it! I love the hustle and bustle. Chelsea is such an exciting event. The BBC coverage means that everyone can share the beautiful gardens and, this year, with the interactive coverage, it will be even more exciting. It’s amazing that people will be able to see some of the gardens up close from the comfort of their own homes.”

Diarmuid Gavin

Presenter, *RHS Chelsea Flower Show*

“If you like plants or you are interested in design, Chelsea is simply the most invigorating and thought-provoking place to be in the third week of May ... of any year!”

Chris Beardshaw

Presenter, *RHS Chelsea Flower Show*

“Chelsea, like London Fashion Week, is a showcase of all that is new. There is undoubtedly something for everyone and, no matter what your style or background, Chelsea previews the future of gardening.

“I have lasting memories of my first visit to Chelsea. In my teens, I trudged round with sore feet, amongst the heaving crowds, desperate to get close to the stands, even a glimpse would do! I remember jostling for position, long queues for a drink, being blinded by the plethora of plants, and the relentless sun on the embankment – not to mention the weary walk back to the buses. This is Chelsea Flower Show and I’ve been back every year since!

“The visual feast of Chelsea is breathtaking but you haven’t really grasped the essence of the show until you fully appreciate the hundreds of people and thousands of working hours that produce it. The growers, designers and exhibitors are the real heroes of the week; without the vision and sheer determination of these remarkable people, the show would be nothing.”

Owen Gay

Creative Director, BBC gardening programmes

“It’s a real thrill to be producing the BBC’s coverage of the RHS Chelsea Flower Show. This year, the Chelsea coverage will be even bigger. Chelsea is a British institution and the programming will reflect the Royal visits, the sense of occasion and the spectacular plants and gardens. But, more than that, we will be showing just how relevant the world’s finest flower show is to ordinary gardeners – or simply those who enjoy sitting in the sunshine or lighting up the barbecue.

“For the first time, there will also be awards for the very best gardens as chosen by the viewers, announced at the end of Chelsea Week by the RHS and the BBC. Coverage will once more be led by Alan Titchmarsh, supported by the entire BBC gardening ‘family’. Fresh from the enormous success of *How To Be A Gardener*, Alan brings absolute authority to the BBC programming, as well as star presence and a great sense of humour. I am delighted with the relationship that has developed between the BBC and the RHS. We are all working hard to make this year’s coverage even better than before.”

Stephen Bennett
Shows Director, RHS

“The BBC and RHS are old friends, with much in common and a close working relationship. The RHS expertise in producing outstanding flower shows and BBC talent for delivering entertaining gardening programmes results in a powerful partnership which delivers popular programmes with strong educational values. Thanks to the energy and expertise of both organisations, there are now huge audiences for Chelsea, Hampton Court, Tatton Park and the Malvern Spring Gardening Shows as well as *BBC Gardeners’ World Live*.”

Red Johnson
Interactive Executive, BBCi

“This year, BBCi will be offering a unique array of interactive services, covering the whole of the Chelsea Flower show. Chelsea is the pre-eminent event in the gardener’s calendar and, for those who aren’t able to make it to the show, we will be delivering an experience across all the interactive platforms that will be close to actually being there. With interactive TV coverage, fronted by Alan Titchmarsh, running around the clock and the BBCi gardening website providing a unique level of detailed information, users will be able to find whatever they are looking for on BBCi. We’ve also designed an interactive maze for the show itself, showcasing what BBCi has to offer. Visitors will be able to watch or play with all

of BBCi’s interactive gardening services and get information on how to subscribe to interactive services.”

Bob Sweet
RHS Shows Department

“For 2002, the RHS has extended the entry criteria of the Chelsea Flower Show to allow all would-be garden designers a chance to enter the small gardens competition. We see this as a great way to introduce new blood to RHS flower shows and keep Chelsea moving forward. The Chelsea Flower Show represents the pinnacle of horticultural achievement and opening this competition at Chelsea will ensure the widest possible exposure for new talent.”

BBC coverage at a glance

Chelsea commands more television airtime than ever before from BBC One and BBC Two, the home of television gardening, with presenters Alan Titchmarsh, Charlie Dimmock, Diarmuid Gavin, Chris Beardshaw, Rachel de Thame, Joe Swift and Pippa Greenwood.

Sunday 19 May

6.00-7.00pm BBC ONE (Preview) – TBC

The excitement begins ... The prestige event of the gardening calendar is about to start. The BBC provides a sneak preview of the events to come, introducing some of the show gardens and their designers.

Monday 20 May

2.40-3.25pm BBC ONE
8.00-9.00pm BBC TWO

Today's BBC coverage reveals the excitement and hustle and bustle of the exhibitors as they prepare for tomorrow's judging. This year, a high proportion of gardeners are "Chelsea virgins" but how will they fare? BBC cameras follow the thrills and spills. It is press day today and the traditional Royal visit will ensure that it is an occasion to remember.

Tuesday 21 May

2.40-3.25pm BBC ONE
8.00-9.00pm BBC TWO

The medals have been announced! In the wee hours of Tuesday morning, an official has mounted his bicycle to deliver the judges' verdicts ... a time-honoured tradition. A Gold medal at Chelsea is the ultimate horticultural accolade. The BBC provides feedback from the judges and interviews the gleeful medal winners.

Wednesday 22 May

2.40-3.25pm BBC ONE
8.00-9.00pm BBC TWO

Gardening is becoming ever more popular and the fast-moving trends and fashions of the industry are followed as closely as any catwalk season. Today, the BBC explores the latest plant, design and technology developments, as experts share their wisdom.

Thursday 23 May

2.10-2.55pm BBC ONE
8.00-9.00pm BBC TWO

Chelsea is all about colour ... and that goes for the people too. Today's programmes explore the colourful personalities beyond the plants and flowers. Chelsea is an international event but somehow its quintessential "British-ness" is never too far away. The BBC celebrates those people who have a passion for plants.

Friday 24 May

2.40-3.25pm BBC ONE
8.00-9.00pm BBC TWO

The experts at Chelsea have already shared their verdicts on what's hot and what's not, and now it's the turn of the viewer and internet user. In a first for the RHS Chelsea Flower Show, the People's Awards give viewers the chance to cast their votes in favour of their favourite gardens.

Saturday 25 May

8.00-9.00pm BBC TWO (Review)

So that was Chelsea and what a busy week it's been! This hour-long special takes a fond look

back at the week's activities, recording the highs and lows and what has been an exciting and hectic event.

Sunday 26 May

2.00-2.45pm BBC Radio 4
(*Gardeners' Question Time*)

Bob Flowerdew, Bunny Guinness and Roy Lancaster take questions from gardening enthusiasts. Roy, one of this year's judges, and Bunny, past winner of six Gold medals at Chelsea, will provide a location report and analysis from the world's most popular and renowned flower show.

And don't forget, Chelsea is interactive this year, so press that red button! Catch up with the latest Chelsea goings-on at www.bbc.co.uk/gardening

BBC and RHS say: “Let’s go interactive”

Digital viewers will receive even more colour and expertise this year thanks to yet another innovation from BBCi.

For the first time ever, a gardening programme gets the interactive treatment, allowing digital satellite, digital terrestrial and digital cable users to get even closer to the experience of Chelsea. The special service will be presented by Alan Titchmarsh and Pippa Greenwood.

As well as enjoying the terrestrial broadcasts of Chelsea, digital viewers have a number of treats in store, all available at the touch of a button.

Digital satellite viewers have the choice of three video streams, allowing users to focus on the gardens (a different four gardens each day) and find out more about the details of the plants, as well as to browse the special *Gardeners’ Calendar* feature. Viewers who have missed the live broadcasts can catch up with the show at a time to suit them.



Digital terrestrial and digital cable users can enjoy the live programme and delve into an array of text-and-picture based services, highlighting the gardens of the day, whilst finding out more about those all-important

plants. Digital terrestrial and digital cable users can also use the helpful *Gardeners’ Calendar*.

Together with the dedicated Chelsea Flower Show website, there’s more on offer this year than ever before ... more colour, more plants, and more Chelsea! It’s so real that you can almost smell the flowers.

www.bbc.co.uk/gardening

Gardening enthusiasts can take their interest one step further by clicking onto the BBC’s dedicated website for Chelsea at www.bbc.co.uk/gardening. This massive online resource gives internet users a huge variety of choices, with visual treats, smack up-to-date news from the show, and a vast array of expert advice and guidance.

In-depth information about all the gardens featured at the RHS Chelsea Flower Show will be available on the site, including 360° views of the show gardens, design plans, plant lists and supplier information. The designers share their inspiration and the ever-knowledgeable nurserymen provide nuts and bolts advice, as the gardening experts take part in daily online chats.

Online users can also take part in the Chelsea Flower Show *People’s Awards* to find the best show garden, chic garden, courtyard garden and city garden.

Click on to the *How To Be A Gardener* online course

The BBC has teamed up with the Royal Horticultural Society to help budding gardeners learn the tricks of the trade. Internet users can log on to a specially designed online course called *How To Be A Gardener*, which allows gardening enthusiasts to get to grips with this ever-popular pastime.



The course, at www.bbc.co.uk/gardening, provides a structured journey, introducing novices to the delights of gardening. It breaks down the barriers to show that “green fingers” are not a pre-requisite to gardening enlightenment! The course will particularly appeal to the many newcomers to gardening, who may not have had a chance to get started before.

Through fun interactive examples, and video clips featuring Alan Titchmarsh, *How To Be A Gardener* provides easy-to-understand advice that will encourage even the most cautious gardening fan to take the next step. By completing the exercises and attaining a certain score, online users can reap the fruits of their labours – a special certificate from the RHS/BBC, signed by Mr Titchmarsh himself!

By completing this year’s web-based units, gardening fans will have gained a solid grounding in planting know-how and a valuable understanding of gardening aesthetics. The BBCi learning journey moves up a gear next year, with new modules, this time focusing on garden designs.

The Chelsea survival guide by Chris Beardshaw



- To avoid being tempted by all the fashionable new plants and products, don't forget to leave your wallet at home.
- To avoid missing out on all the fashionable new plants and products, don't forget to accompany someone who has forgotten to leave their wallet at home!
- Remember, when standing at the back of a 10-deep crowd (all eagerly viewing the show gardens), photographs are best taken by holding your camera aloft and snapping away. This will provide some spectacular shots of bald patches and centre partings.
- Don't forget to wave at Alan Titchmarsh as he rushes past on a crusade to present another piece-to-camera.
- Try to resist the temptation of standing in front of a show garden saying things like, "I could have done better" or "What were the designers thinking about?" In my experience, the person standing next to you will be the designer.
- Do carry out a thorough physical examination before leaving home, as those less fit souls who, once in the show ground, pause for breath or to rest their feet, will get trampled in the rush of gardeners eager for their first sight of the show Chrysanthus or the latest weapon to combat slugs.
- Avoid buying a special-offer lawn mower unless you really need one. It doesn't matter how slick the tyres are, how glossy the metallic red paint is, or that it travels faster than the average family saloon, you will never justify its purchase to your other half if all you have is a roof garden.
- Consider your fashion carefully. Comedy floral ties and flowery blouses really lose their appeal when half the show ground is sporting them.
- Do bring an umbrella, not for sheltering under, but as means of crowd control.
- Do bring a broad mind with you and, most importantly, enjoy the show for what it is: an example of real dedication, passion, skill and showmanship.

Chelsea virgins

This year more than ever, the BBC coverage will focus on the people who make the Chelsea Flower Show such a splendid occasion. This year, 50 per cent of the show garden designers are newcomers to Chelsea. The BBC programmes follow the progress of some of the Chelsea virgins.

Family affair for Chelsea newcomers

Could it be second time lucky for Chelsea newcomers, Jane Hudson and Erik De Maeijer, of Shenley, Hertfordshire? The married couple submitted a garden design two years ago but didn't make it past the selection process. This year it's all systems go, with their garden called "Elevation" – and they couldn't be more delighted.

It's a family affair for Jane, 34, and Erik, 32, who have two children, Hazel, aged four, and May, aged two. They had to juggle their priorities so that they could look after home and family, while taking on the huge challenge of competing at Chelsea. Full-time mum, Jane, and Erik, who works for their sponsors, Thompson Landscapes, are both qualified landscape architects.

"It's great to be part of Chelsea. Getting through and just being part of it is amazing," Jane says. "Both Erik and I wanted to design a garden that we'd like ourselves. We wanted to create a place that would feel beautiful and relaxing ... something that would elevate the spirits. Erik had the idea of a hovering garden, of somehow defying gravity, and creating an outside room. We both enjoy clean, uncomplicated schemes and wanted to design a garden for ourselves – we haven't done it for anyone else. We are very excited by the 'Elevation' garden and hope that other people will enjoy it too."

"I'm more into the concept side but Erik is very practically minded, so we balance each other out. We make a good team."

Erik adds: "To be part of Chelsea is a privilege and a challenge. This is a prestigious celebration of the plant and gardening world, where all the exhibitors go to great lengths to show their ideas and products in the best possible light. All the show gardens are the result of a combination of a skilled design, craftsmanship, devotion, patience and attention to every detail. 'Elevation' will be alongside and part of this. It's very exciting."

And how do they feel about making their television debut too? Jane is philosophical: "It hasn't really sunk in. We feel happy about it but don't know what to expect. We can only be ourselves and enjoy it together. Oh – Erik thinks that he had better get a haircut!"

Miriam's Chelsea dreams ... and nightmares

Another newcomer to Chelsea is Miriam Book, 50, a Londoner who has been based in Brighton for the past 13 years. Gaining a place at Chelsea is a dream come true, she says, but she still gets a fit of the jitters every now and then.

"Sometimes in the middle of the night, I wake up from a nightmare where everything's gone wrong!" she says. "In real life, there have certainly been a few hairy moments and I'm sure there'll be a few more. I also feel I've been incredibly lucky in getting amazing support from everyone else involved – brilliant sponsors, a contractor who has done it before and who knows the ropes, real experts sourcing and growing plants for me, and not forgetting huge enthusiasm from family and friends."

Her design, “Through The Glass Ceiling”, aims to illustrate her sponsor Accenture’s commitment to a harmonious work/life balance and increased representation of women at all levels of their organisation.

After all the hard work, Miriam is looking forward to “stepping back from placing the last plant and seeing my mental image as a reality”. Whilst a newcomer to designing for Chelsea, Miriam has been to Chelsea at least a dozen times before, notably when she was about eight days overdue with her first child. It was an experience she will never forget, she says.

“I certainly tried out all the seating on display that time and was most disappointed at having to get the tube home instead of a nice ride in an ambulance. Last year when I was visiting, I remember saying to myself, ‘Next year I’d like to be on the other side of the ropes’. I’m still pinching myself!”

Miriam knows that surviving the week can be an exhausting affair but she is determined not to miss a single thing. “When I’m not visiting Chelsea personally, I love watching the TV coverage,” she says. “This year, my husband has been given the job of videoing every second of coverage.”

RHS Chelsea Flower Show – A “potted history”

- The RHS Chelsea Flower Show, as it is now called, celebrates its 140th birthday this year. It used to be called the Royal Horticultural Society’s Great Spring Show and started life in 1862 at its garden in Kensington.
- In 1862, a charge of one pound was made to the public for admission on the first day of the show.
- The Chelsea Flower Show was one of the few public events that continued during the Great War, although the show was not held in 1917 and 1918.
- By the Roaring Twenties, the Show was back in full swing; the famous Chelsea tea parties were established and the Royal visits resumed.
- In 1937, King George and Queen Elizabeth celebrated their Coronation year. To mark the occasion, an Empirical Exhibition was arranged with plants from all over the Commonwealth. The Royal Couple were delighted with the display.
- During the Second World War, the Show was cancelled because the land was needed for anti-aircraft sites. But the Show did not remain closed for long. Lord Aberconwy and the RHS Council felt strongly that the Show should resume as soon as possible. It went ahead as planned in 1947 and was a great success.
- The Coronation of Her Majesty Queen Elizabeth II in 1953 was sufficient cause for a flower show which reflected the celebratory mood of the country. Most members of the Royal family attended that year. Unfortunately, due to a relentless stream of other commitments, the only Royal unable to attend was The Queen herself!
- Exhibitors never fail to rise to the challenge of the temperamental British weather to maintain the prestige of this event. In 1982, a heavy storm the night before opening day threatened to disturb the smooth running of Chelsea. Marquees were suffering from a massive hailstone downpour but the hard-working RHS staff and exhibitors worked through the night to clear the debris.
- Over almost a century, the Chelsea Flower Show has witnessed numerous changes in horticultural fashion. It has reflected many changing trends, from the love of Japanese and topiary gardens of the early years, through the rock garden craze during the war years and the paved back yards and cottage gardens of the Eighties, to the contemporary sculptural gardens of the present day.

Chelsea's green-fingered presenters

Alan Titchmarsh



Alan Titchmarsh was born and bred on Ilkley Moor in Yorkshire. As a 10-year-old, he discovered his life-long love of horticulture by sowing seeds in his parents' back garden. He hasn't looked back since.

Alan studied his craft at Hertfordshire College of Horticulture and later trained at the Royal Botanic Gardens, Kew. He remained there as a supervisor before moving into gardening journalism, working on *Amateur Gardening* magazine. From this, he went on to become a television broadcaster.

Heading the team of the BBC's much-loved *Ground Force* and the presenter of the successful *How To Be A Gardener* series, Alan is one of television's most popular faces.

He is also a gardening columnist with regular pages in newspapers, magazines and specialist gardening periodicals and has turned his hand,

very successfully, from writing gardening manuals to penning best selling-novels. Alan fits all these activities in with keeping what he describes as his "north-facing hillside of chalk, clay and flint" in tip-top condition.

Charlie Dimmock

Charlie Dimmock rose to fame as one of the three members of the *Ground Force* team – alongside Alan Titchmarsh and Tommy Walsh – when the much-loved programme hit our screens back in the autumn of 1997.

Charlie's flair for all things green-fingered and her expertise in creating water features, made her a natural for the programme that she has helped to make one of the most popular on British television. She is a trained horticulturist and plantswoman and has spent three years at Winchester and Somerset College, plus a year at the Chelsea Physic Garden, honing her skills.



Charlie is not only the star of the Bafta Award-winning two-day garden transformation series, but has also completed two series of *Charlie's Garden Army* and the popular *Charlie's Gardening Neighbours*. She recently won the public's hearts in a one-off special, *Cheer For Charlie*, when she learned to become a trapeze artist in a matter of weeks.

Charlie has an incredible passion for gardening and, until recently, continued to work in a garden centre in Southampton whenever she could. She has also helped to transform 40 *Ground Force* gardens, including a special garden for former South African president, Nelson Mandela. Between Charlie's gardening and television commitments, she has found time to write two books, *Enjoy Your Garden* and the *Ground Force Water Garden Workbook*. Charlie presents from Chelsea for the second year running.

Diarmuid Gavin



Diarmuid is the ultimate maverick of the garden design world. Born in Ireland on 10 May 1964, he is recognised as one of the most talented and

charismatic garden designers on television. His innovative work has helped to make *Home Front In The Garden* one of the most-watched gardening programmes on BBC Two. Diarmuid has reported for two of the highlights of the gardening year: the Chelsea Flower Show and *Gardeners' World Live* for BBC TWO.

With interior designer Laurence Llewellyn-Bowen, Diarmuid co-presents the hugely popular *Home Front*, one of BBC Two's most popular shows.

An extremely gifted garden designer, Diarmuid studied for three years at the College of Amenity Horticulture in Glasnevin. Following this, he established his own garden design business, which culminated in the Dublin School of Garden Design. The number of renowned clients for whom Diarmuid has worked is testament to the success of the School, as is the number of awards that he has received, including the RDS Gold Award in 1991 and 1993, a Bronze medal at the Chelsea Flower Show in 1995.

As well as making his mark on the gardening world, Diarmuid has used his expert knowledge to write for the *Independent* and the *Irish Times*. His radio work includes interviews on BBC Radio 1 and BBC Radio 4.

Chris Beardshaw

Chris Beardshaw is a young garden designer who is rapidly becoming a well-known TV presenter on shows such as *The Flying Gardener*.

At four years old, he was already growing plants ranging from cress to sycamore and, as he grew older, he spent his weekends working in garden centres, selling plants and giving advice to customers. Chris studied Landscape Architecture and went on to train in Horticulture at Pershore College, where he now teaches students to degree level, specialising in Landscape Design, Planting Design and Landscape History.



Chris has his own private practice, where he has designed public and private sites, ranging in size from regional reclamation schemes to pocket-handkerchief gardens. He also designs exhibition gardens at national shows and, in 1999, was awarded an RHS Gold medal for his “Dig For Victory” garden at the Chelsea Flower Show.

His television credits include two series of *The Flying Gardener*, *Gardening Neighbours* and *House Call*. He is delighted to be presenting Chelsea for the second time.

Rachel de Thame

Rachel de Thame is used to being in the spotlight. At 10, she joined the Royal Ballet School and performed with Rudolf Nureyev in *The Nutcracker*.

However, her hopes of a dancing career were short-lived. Rachel progressed to the Royal Ballet Upper School but contracted glandular fever in her second year and never re-gained the stamina to dance professionally.

Rachel has always loved gardening. As a child, she was hugely influenced by her parents’ interest in all things horticultural and, while modelling and acting, she was never without a gardening book or magazine. In 1988, Rachel enrolled on a two-year course at the English Gardening School with the idea of combining horticulture with TV presenting. She passed her first year with Distinction.

Early in 2000, *Gardeners’ World* producers approached the English Gardening School looking for new presenters and the course director suggested Rachel. Her first presenting job with the BBC’s much-loved gardening programme was a strand called *The Inheritance Factor*, her task being to rediscover a neglected garden, using basic and inexpensive techniques.



Rachel presented her own BBC series, *Small Town Gardens*, in 2001. She currently writes a fortnightly column for the *Saturday Daily Telegraph*, is the gardening expert for *Woman’s Own* and a regular contributor to *The Guardian* and *Gardeners’ World Magazine*.

Joe Swift



Joe Swift studied Design at the Chelsea Physic Gardens and went on to design and build gardens mainly in the London area. He now owns a garden shop, The Plant Room, in Islington, North London, which is a base for his design work and a retail outlet which offers a specialist plant-sourcing service.

Joe is a regular TV presenter and designer on BBC Two's *Gardeners' World* and writes *The Urban Jungle*, a gardening column for the *Independent* newspaper. He has written a book called *The Plant Room* for BBC Worldwide.

Pippa Greenwood

A regular presenter on BBC Two's *Gardeners' World*, Pippa Greenwood was born in London. She studied botany at Durham University and then gained an MSc in crop protection at Reading University.

In 1985, Pippa joined the staff of the Royal Horticultural Society, working at RHS Garden Wisley in Surrey. She first worked for the BBC

in 1988, initially appearing in *Reflections Of Gold*, a programme transmitted during Chelsea Flower Show week. Following this, Pippa was invited to appear on BBC One's *Daytime Live* with Alan Titchmarsh, presenting the Friday gardening slot.

Since 1989, Pippa has been a regular contributor to BBC Two's *Gardeners' World*, presenting items on a wide range of subjects, including plant problems, pest and diseases, mini-trials of gardening techniques and products, and regularly presenting items from her own organic kitchen garden in Hampshire. She is also a regular panellist on BBC Radio 4's *Gardeners' Question Time*.



Regular writing commitments for BBC's *Gardeners' World* and *Amateur Gardening* magazines, among others, keep Pippa busy. She is also gardening correspondent for *The Mirror* newspaper.

Appendix – BBC Local Radio coverage

BBC Local Radio has an even bigger presence at the RHS Chelsea Flower show in 2002. Our programmes are an essential part of the BBC's coverage of the show and its partnership with the Royal Horticultural Society.

Each week, the BBC Local Radio network attracts an audience of over eight million people. Three million of those listeners *only* listen to BBC Local Radio.

Twenty-two stations across the country will be broadcasting live from the Show. Each station's much-loved and respected local gardening personalities will bring Chelsea to life and encourage listeners to share the experience.

BBC Radio Berkshire

Wednesday 22 May

Outside Broadcast:

10.00-11.00am *Andrew Peach Programme*

Somerset Sound

Tuesday 21 May

The Simon White Programme

BBC Radio Cambridgeshire

Thursday 23 May

Outside Broadcast:

1.00-4.00pm *The Ray Clarke Programme*

BBC Radio Derby

Wednesday 22 May

2.00-5.00pm with gardening expert

Anne Liverman

BBC Radio Devon

Thursday 23 May

11.30am-12.45pm Gardening phone-in live from Chelsea with BBC Radio Devon's gardening expert Sarah Chester.

BBC Radio Essex

Saturday 18 May

Outside Broadcasts:

12.00-2.00pm *Ken Crowther Programme*

Thursday 23 May

9.00am-12.00noon *Dave Monk Programme*

BBC Radio Humberside

Sunday 19 May

Outside Broadcast:

8.30-10.00am and 5.30-10.00pm with Blair

Jacobs and Doug Stewart

BBC Radio Kent

Monday 20 May

Outside Broadcast:

2.00-5.00pm *Andy Garland Programme*

BBC Radio Leicester

Monday 20 May

Outside Broadcast:

12.00-3.00pm *Martin Ballard Programme*

BBC Radio Lincolnshire

Monday 20 May

Outside Broadcast:

1.00-4.00pm

BBC London

Monday 20 May

2 x 10-minute inserts:

12.00-3.00pm and 5.00-7.00pm

BBC Radio Newcastle

Monday 20-Tuesday 21 May

The Marian Foster Programme

BBC Radio Norfolk

Tuesday 21 May

5.00-7.00pm *Graham Barnard Programme*

Wednesday 22 May

Outside Broadcast:

10.00-12.00noon

5.00-7.00pm *Graham Barnard Programme*

BBC Radio Gloucestershire

Monday 20 May

Anna King and Reg Moule

BBC Radio Northampton

Sunday 19 May and Wednesday 22 May

Outside Broadcast:

1.00-2.00pm with gardening expert

Dave Watkins

Outside Broadcast:

2.00-5.00pm with Anna Murby and

Dave Watkins

BBC Radio Shropshire

Monday 20 May

Coverage all day

BBC Radio Solent

Tuesday 21 May

Outside Broadcast:

12.30-4.00pm

BBC Southern Counties Radio

Tuesday 21 May

Outside Broadcast:

9.00am-1.00pm

BBC Radio Suffolk

Thursday 23 May

Outside Broadcast:

2.00-5.00pm

BBC Three Counties Radio

Friday 24 May

Outside Broadcast:

1.00-4.00pm *John Pilgrim Out And About Programme***BBC Radio York**

Sunday 19 May

Outside Broadcast:

12.00-1.00pm

Tuesday 21 May

Outside Broadcast:

2.00-5.00pm

There will also be output from **BBC Radio Bristol** and **BBC Wiltshire Sound**.