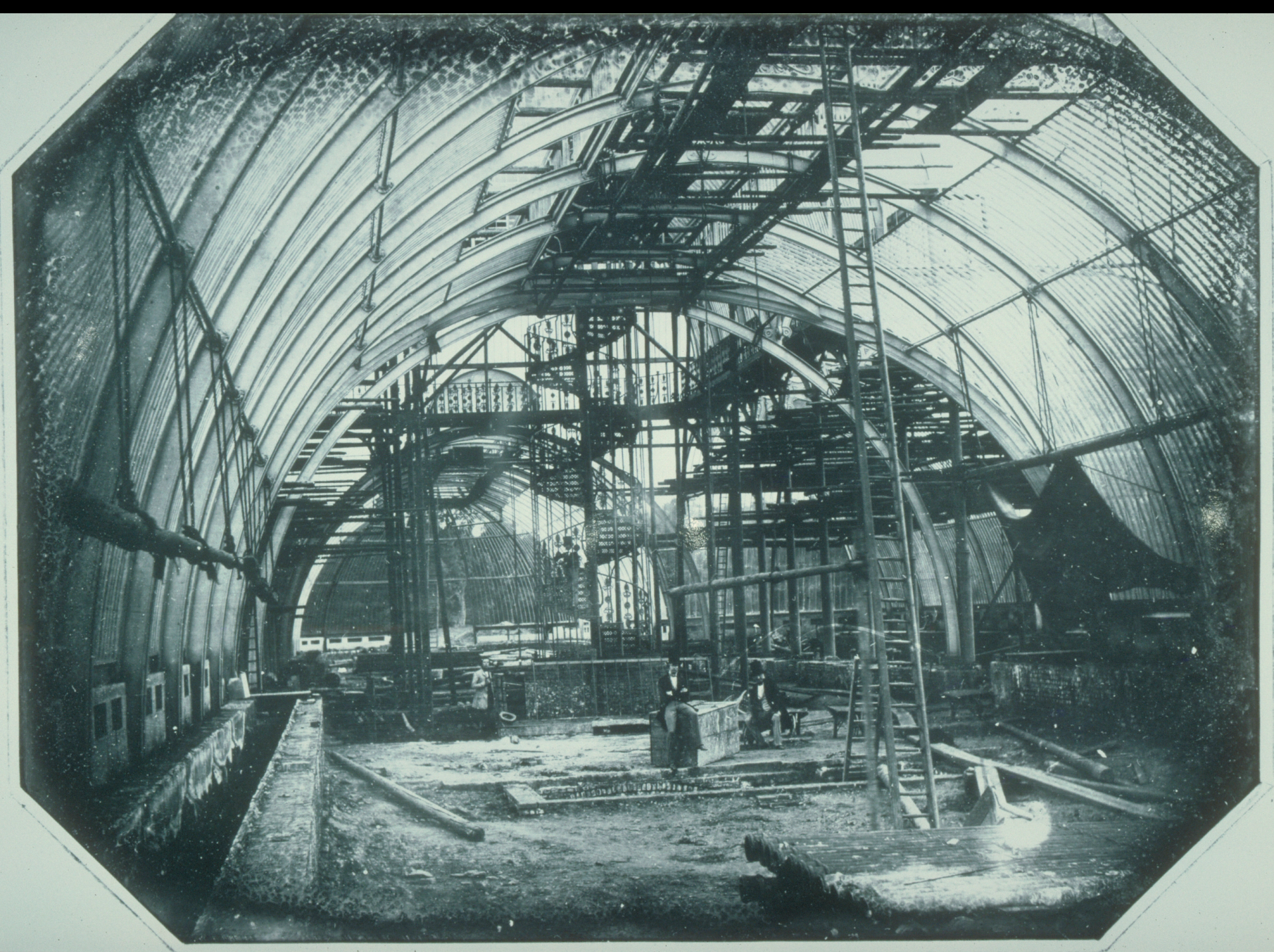


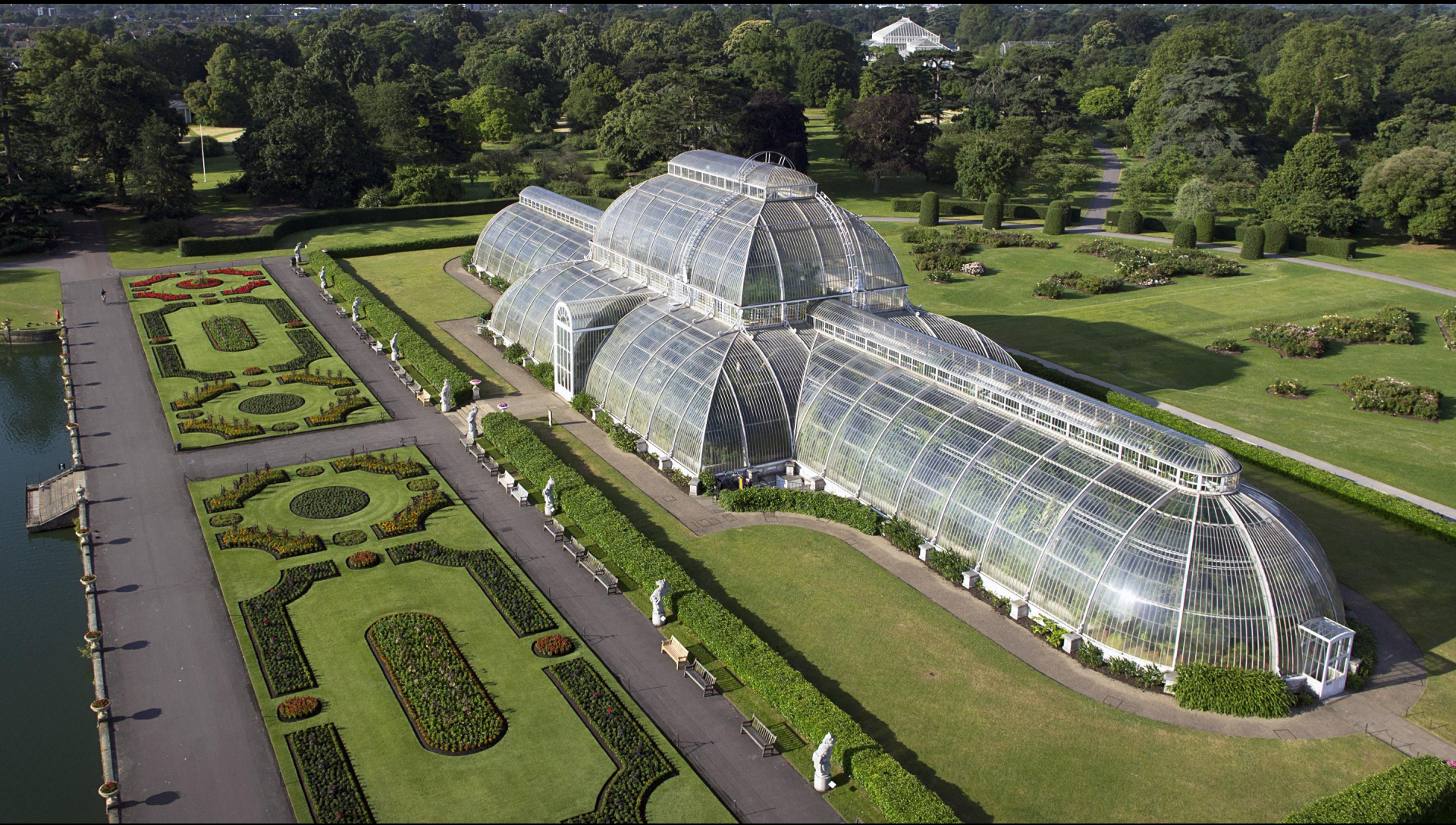
Royal Botanic Gardens

Kew

An Introduction to Kew









DEMONSTRATION PLOT AT KEW IN FRONT OF ORANGERY, 1940-45.







Royal Botanic Gardens

Kew

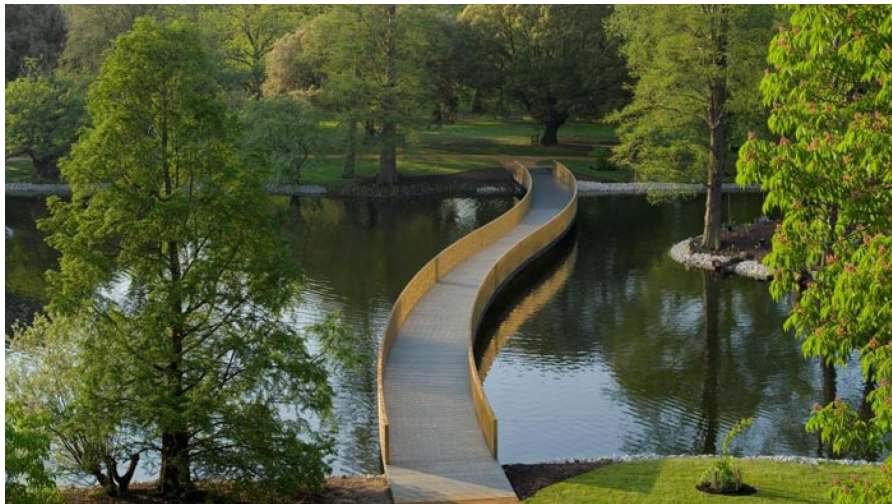
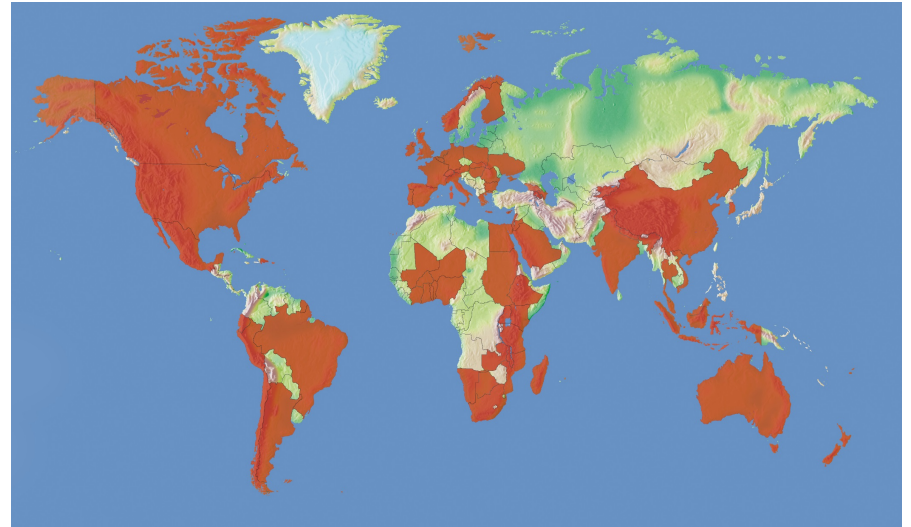
Kew today

Status



Patron
HRH The Prince of Wales

Locations



Unlocking why plants and fungi matter

Our mission

- To be the global resource for plant and fungal knowledge, building an understanding of the world's plants and fungi upon which all our lives depend

Our vision

- We want a world where plants and fungi are understood, valued and conserved – because our lives depend on plants

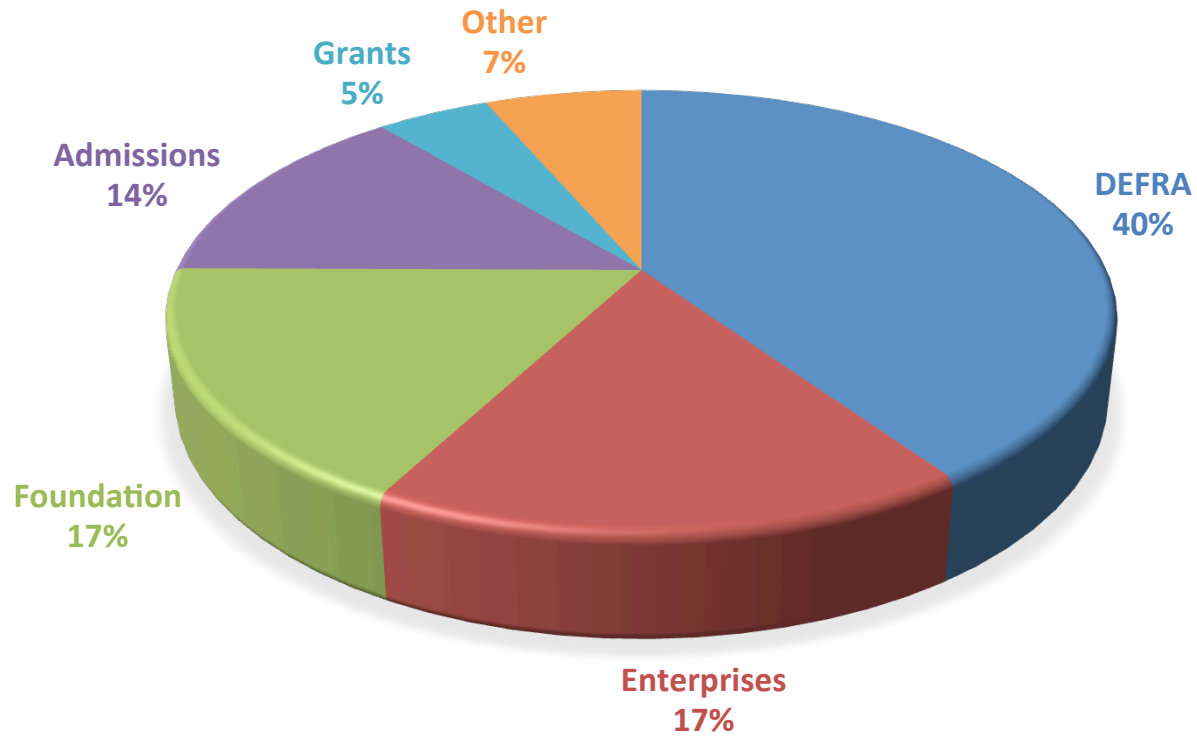
Our purpose

- We use the power of our science and the rich diversity of our gardens and collections to provide knowledge, inspiration and understanding of why plants and fungi matter to everyone

Our attitude

- We are authentic and passionate experts, collaborating and sharing our knowledge to stimulate curiosity and debate, celebrating beauty and encouraging a life long love of plants

2016/17 TOTAL £57.5M



Kew in numbers 2016/17

Total Visitors 1,830,000

School Children Visits 101,500

Scientific Publications 373

Citations to Kew Scientific 26,800

Keeping up with Kew



Kew Gardens ✓
@kewgardens

Official account for Kew Gardens. London attraction, world-famous garden and centre of botanical science & research. (Manned weekdays during office hours only.)

📍 Kew, UK
🌐 kew.org
📅 Joined October 2008

✉️ Tweet to Kew Gardens

👤 8 Followers you know










TWEETS
FOLLOWING
FOLLOWERS
LIKES
LISTS

17.4K
3,521
86K
12.4K
1

Tweets
Tweets & replies
Media

 **Kew Gardens** @kewgardens · 2h

With its colourful bark and soothing scent, *Eucalyptus chapmaniana* hails from Eastern Australia



↩️
↻ 10
❤️ 27
⋮

Royal Botanic Gardens

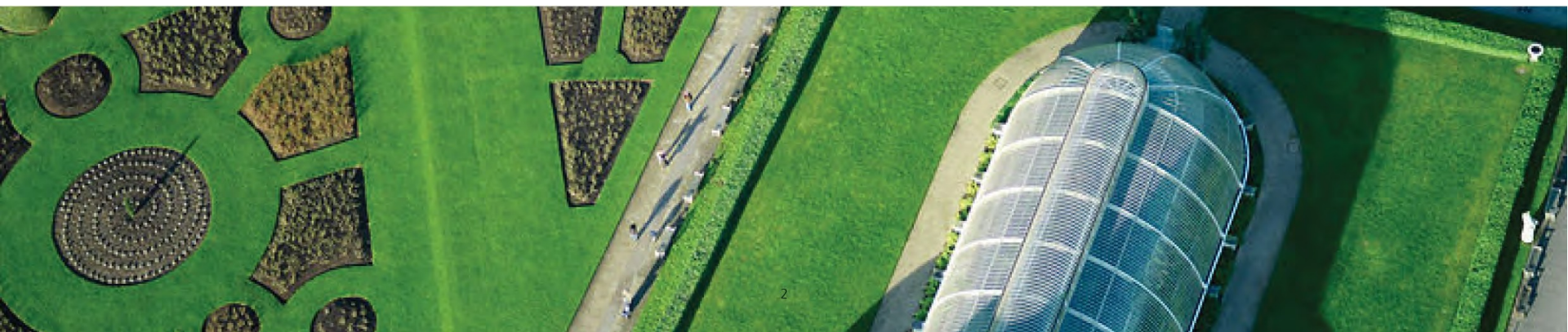
Kew

Master Plan

PHASE 1 - AUGUST 2016

In 2016 Estate 2025 confirmed the vision for Kew's estate to:

- Elevate the quality of Kew's estate to the excellence of Kew's botanic gardens, horticulture and scientific research
- Retain science research, collections, horticulture and administrative functions on site at Kew
- Consider relocating Kew Science laboratories closer to a refurbished and extended Herbarium on to the north of the Garden
- Release latent value from the estate
- Create a Kew Discovery Centre



CORE OBJECTIVES

Maintain Kew's position as the Global Authority & Resource for Plant & Fungal Knowledge

- Provide the facilities required for a world leading Botanical organisation in the 21st Century
- Deliver a step change in the perception of Kew as a leading science and research institution
- Long-term resilience



SPECIFICALLY

Masterplan to assess all of the built estate in terms of:

- how each and every structure supports the organisation, serves its users and communicates Kew's core values
- creates world-class research and collections care facilities
- delivers inviting spaces to better engage, inspire and educate
- resolves operational inefficiencies
- raises the bar for environmental performance across the whole site
- maximises commercial opportunities



All within the context of a beautiful and historic botanical landscape



AN EVOLVING LANDSCAPE



16th and 17th Centuries: Royal Roots

- 1500's
- 1600's
- 1631

The 18th Century: Foundation of the Gardens

- 1700's
- 1759

The 19th Century: Decline and revival

- 1821
- 1841
- 1844
- 1855
- 1863
- 1869



1885 - 1945: War and change

- 1945
- 1965

1945 - MODERN KEW

2003 Kew becomes a WHS & first Masterplan

2010 Kew Landscape Master plan

2017 Business driven Masterplan

FUTURE OF RBG KEW

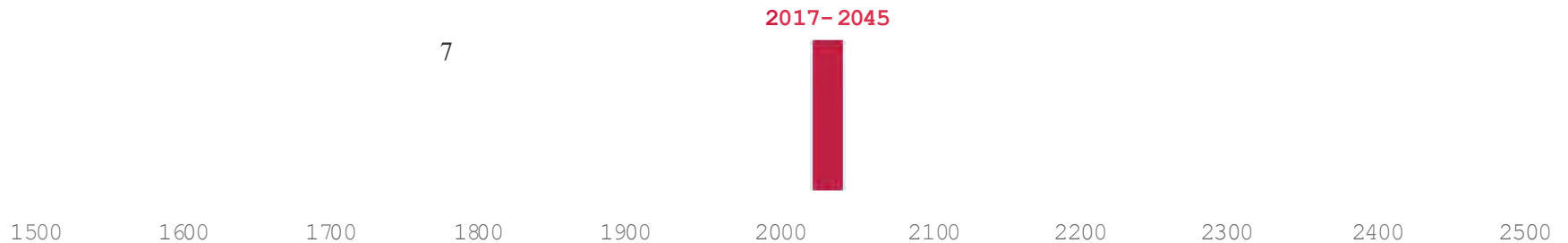
2025

2045



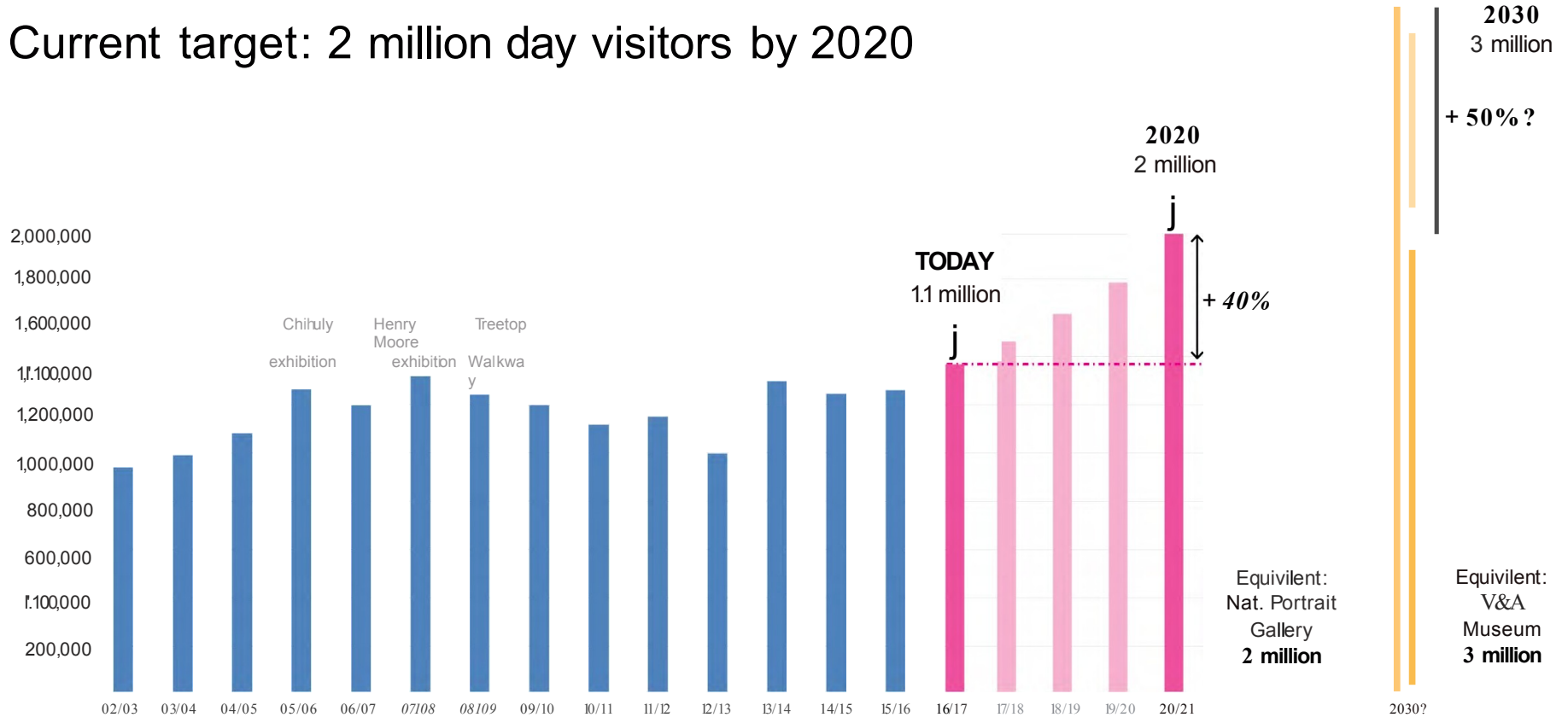
AMBITIOUS + BOLD VISION

- Pivotal moment in the organisation's history
- Kew's science is dealing with critical challenges facing humanity
- Kew's five strategic objectives
 - Collections
 - Botanic Gardens
 - Public Education
 - Science
 - Sustainable and Dynamic



SETTING AMBITIOUS TARGETS

Current target: 2 million day visitors by 2020



- ◆ **40% increase in day visitors by 2020**
- ◆ 30% increase in total members by 2020
- ◆ 20% increase in school group visits by 2020

EXCELLENCE ACROSS THE WHOLE ESTATE

Rich heritage of high quality structures



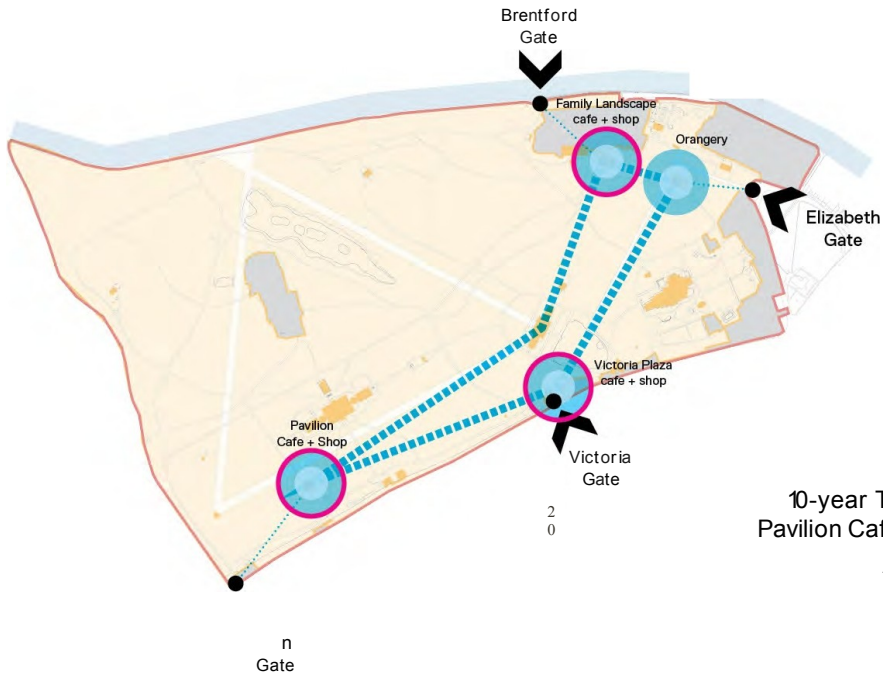
EXCELLENCE ACROSS THE WHOLE ESTATE

Quality needs to be reflected across all structures (temporary or permanent)



EXCELLENCE ACROSS THE WHOLE ESTATE

Diverse and differentiated retail + catering facilities to support public offer



Orangery
Prime gardens offer



10-year Temporary
Pavilion Cafe + Shop
Adult offer

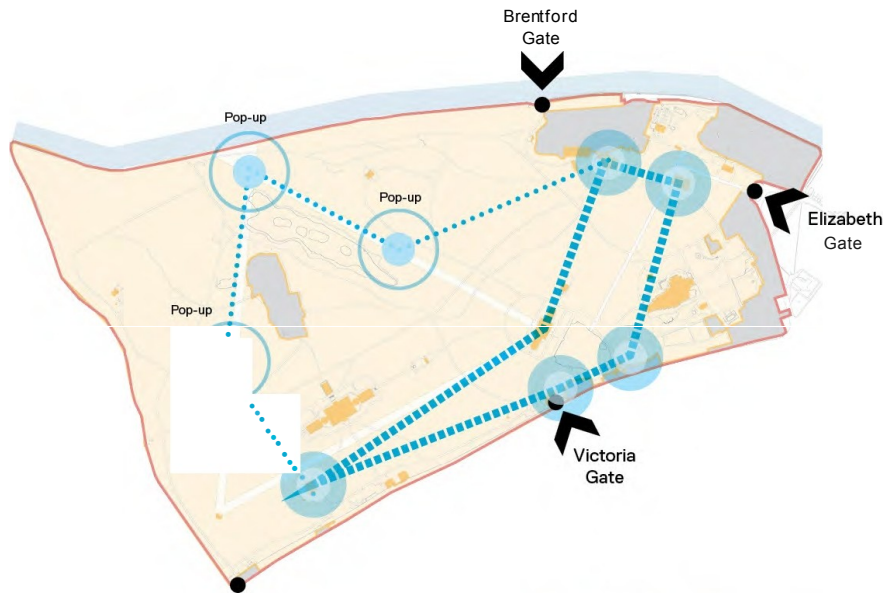


Family
Family + Children Offer: Cafe + Shop



EXCELLENCE ACROSS THE WHOLE ESTATE

Supporting the full site: provision for seasonal offer + festivals + events



n Gate



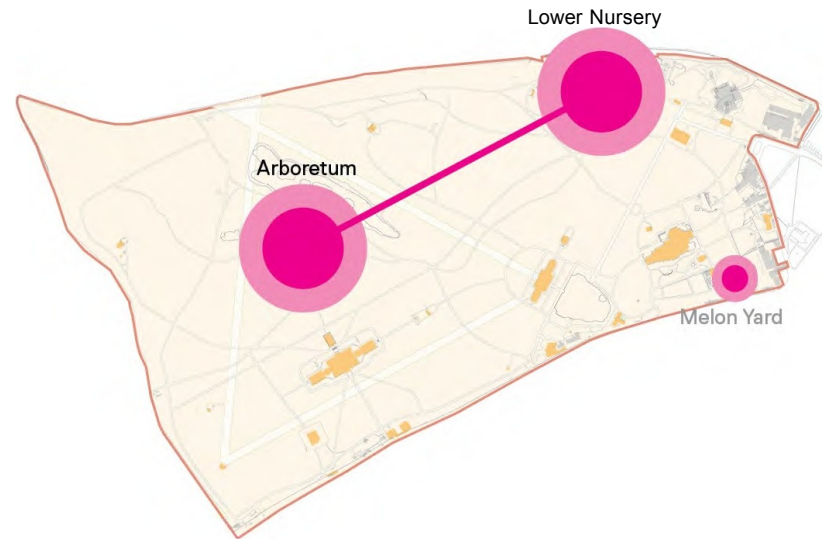
EXCELLENCE ACROSS THE WHOLE ESTATE

Support and BoH facilities



- Improved BoH facilities
- Programme of refurbishment and replacement
- Improved relationship between FoH and BoH

Nurseries



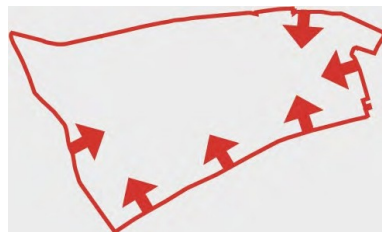
- Two main nurseries with local satellite
- Retain Arboretum and Lower Nursery
- Reduce scale of Melon Yard

OUTWARD-FACING ORGANISATION

Historically



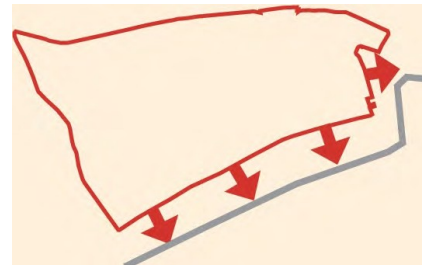
- Private estate
- Pleasure gardens and scientific research with Royal patronage



Today

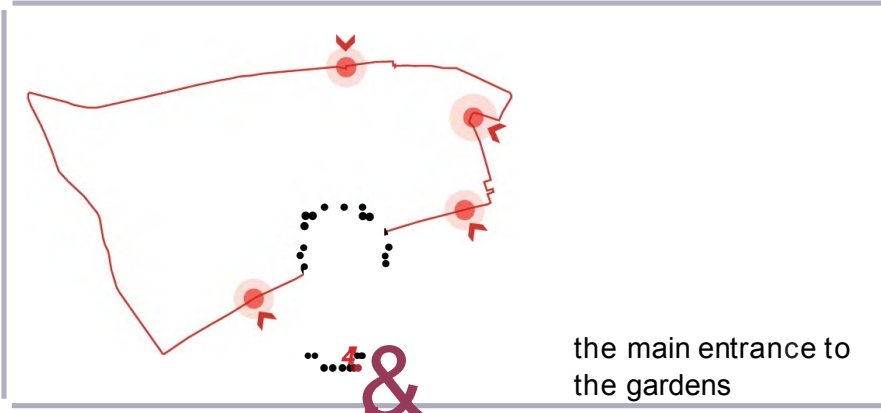


- outward-facing organisation
- public destination
- local, national and international outreach

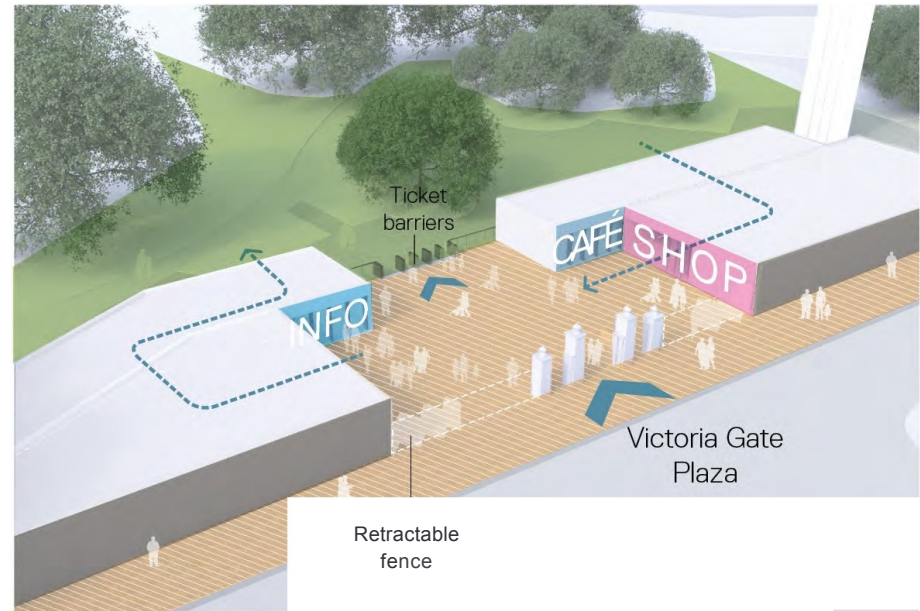


OUTWARD-FACING ORGANISATION

Victoria Gate

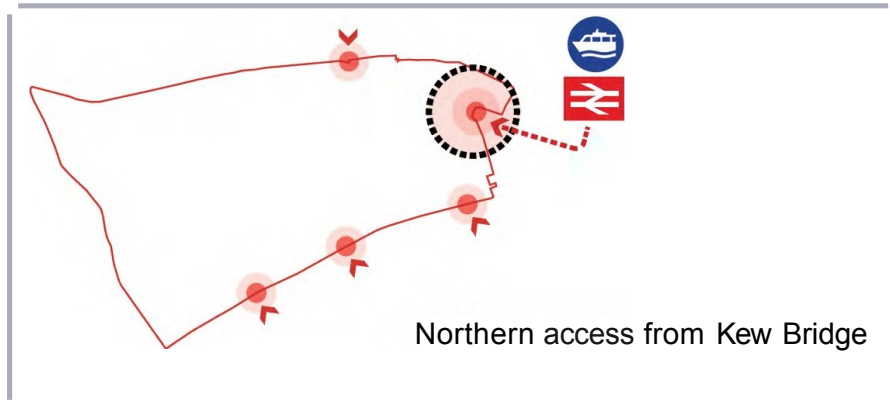


60% using Victoria Gate

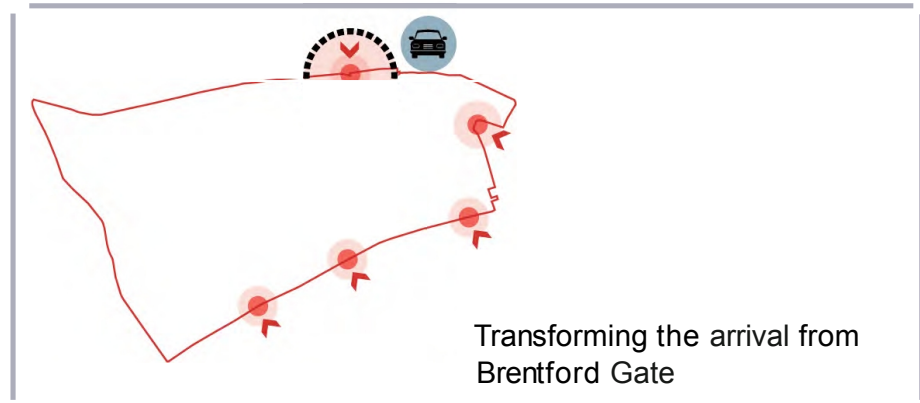


OUTWARD-FACING ORGANISATION

Elizabeth Gate



Brentford Gate



20% using Elizabeth Gate

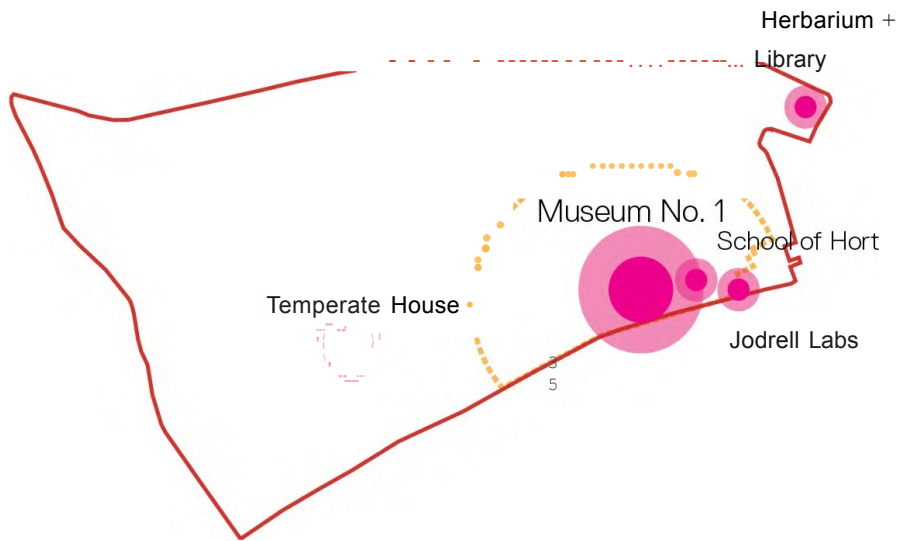


10.5% using Brentford Gate



OUTWARD-FACING ORGANISATION

Lack of diversity + uninspiring learning environments



A STEP CHANGE IN VISITOR OFFER

- Enhanced visitor offer, optimising the full site
- Greater provision and diversity of learning offer
- Increased revenue generation on site through:
 - increased visitor numbers by 40%
(including membership + return visits)
 - increased revenues through secondary spend
 - improved contribution from paid for events
 - improved year-round offer



IMPROVED FACILITIES FOR COLLECTIONS AND COLLECTIONS-BASED RESEARCH

Safeguarding the collections

- Provide world class facilities that safeguard the collections
- Ensure collections remain accessible, as a live resource
- Provides a working environment that promotes collaboration and knowledge share
- Facilitates the delivery of the science strategy

Herbarium
30-year growth

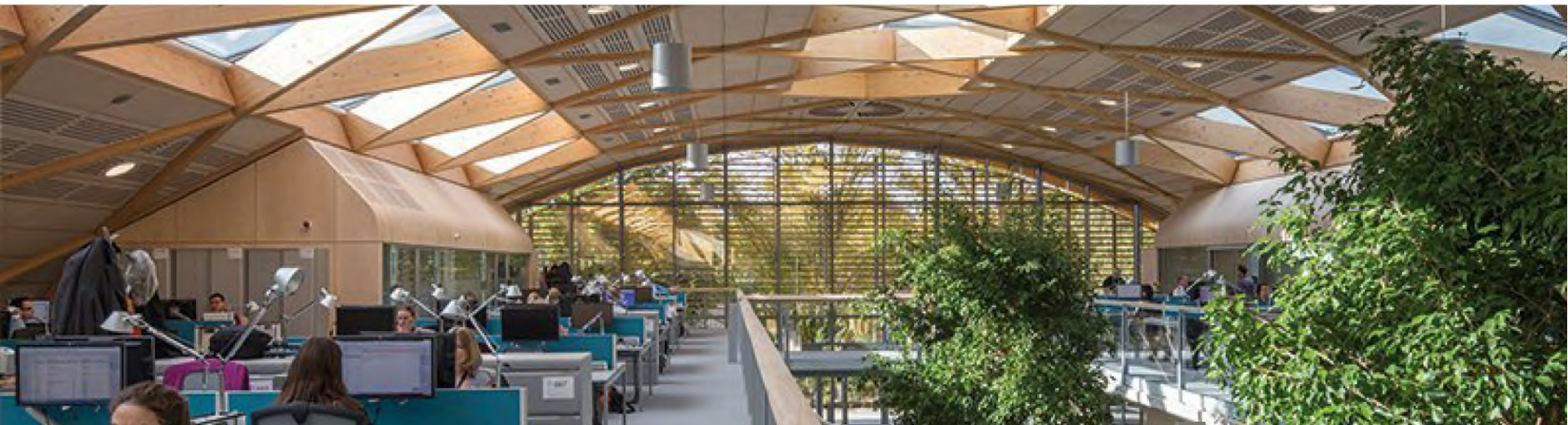
7,000m²
+
7,000m²



IMPROVED AND CONSOLIDATED FACILITIES FOR STAFF

Benefits of co-location

- Improved communication and knowledge-share
- Improved productivity
- More efficient use of the estate
- Potential for a hosting-space for official guests and visitors
- Releases space from historic cottages located on Kew Green



DISCOVERY GATEWAY: A NEW PUBLIC OFFER

Opportunities for interpretation + discovery

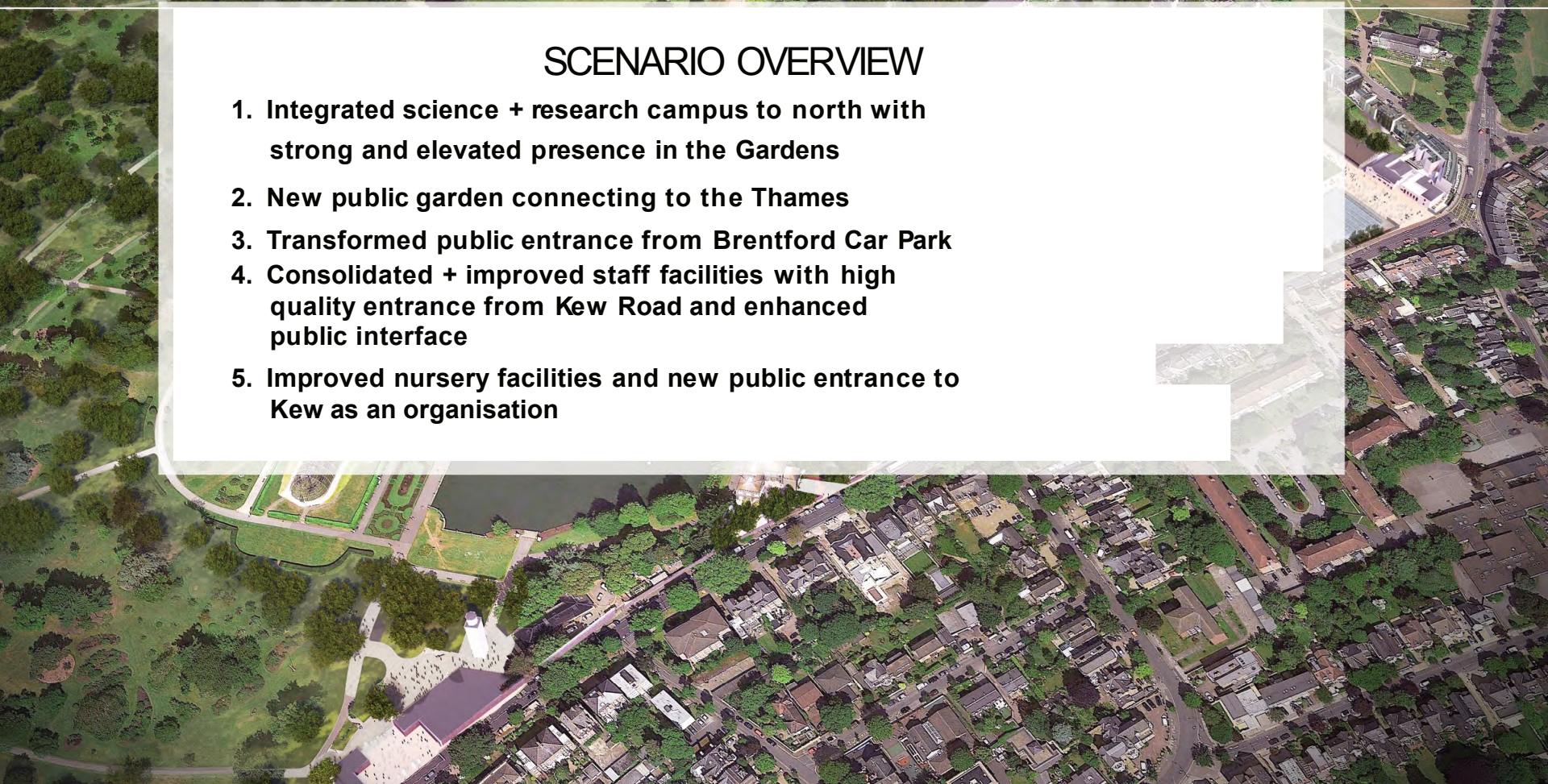
- Showcasing Kew's immense and diverse collections - living and preserved
- Improving and facilitating dissemination of Kew's science
- Communicating Kew's mission and elevating its profile





SCENARIO OVERVIEW

1. **Integrated science + research campus to north with strong and elevated presence in the Gardens**
2. **New public garden connecting to the Thames**
3. **Transformed public entrance from Brentford Car Park**
4. **Consolidated + improved staff facilities with high quality entrance from Kew Road and enhanced public interface**
5. **Improved nursery facilities and new public entrance to Kew as an organisation**



A PHASED APPROACH

Phasing strategy to be developed based on:

- Key priorities
- Early wins
- Funding availability
- Understanding of the interdependencies
- Complexity of project
- Construction logistics



INCOME FROM EXISTING PROPERTIES ON KEW GREEN

Range of scenarios explored to maximise capital and rental value and how this can best be released - ca. £1m a year

- Reversion to residential uses
- New uses such as boutique hotel
- Development partnering
- Private residential letting market 'lively'

