



# FutureScape

Shaping the Future of UK Landscaping

**16 – 17 November 2021**  
**ExCeL London**

# FUTURESCAPE: THE EXHIBITION



Over the years, FutureScope has secured its place as the largest landscape exhibition in the UK, with attendees and exhibitors flocking from across the country and beyond for the big day. The event's success, and evolution in size and scope, has transformed FutureScope into the nation's leading landscape event. FutureScope is the brainchild of horticulture media group, Eljays44, a family business which is committed to delivering actionable content and up-to-date information for the horticulture and landscape industries. Eljays44 does this using a variety of platforms, including production of magazines, digital media, and national events.

The FutureScope event is packed full of networking opportunities, seminars to expand your technical knowledge, and demonstrations of brand new technologies and products.

2021 promises to be bigger than ever, with hundreds of landscaping contractors, designers, architects and suppliers all under one roof.

# FUTURESCAPE: MAIN SECTORS



## **Nurseries**

UK & International

## **Stone**

and all hard landscaping products

## **Turf**

natural & artificial

## **Services**

association, technology & more

## **Decking**

wood and composites

## **Machinery**

tools & equipment

## **Soil**

and all soft landscaping products

## **Lighting**

commercial and residential

## **Irrigation**

all water products

## **And many more**

# FUTURESCAPE: REPORT – FIGURES

	2015	2016	2017	2018	2019
<b>Exhibitors</b>	128	144	156	178	151
<b>Visitors</b>	1271	1765	2157	2484	2923

FutureScope is now in its 10<sup>th</sup> year and in every year since its inception it has seen growth in visitor and exhibitor numbers.

The 6,000+ sqm of exhibitor space offers a rich variety of suppliers across all sectors.

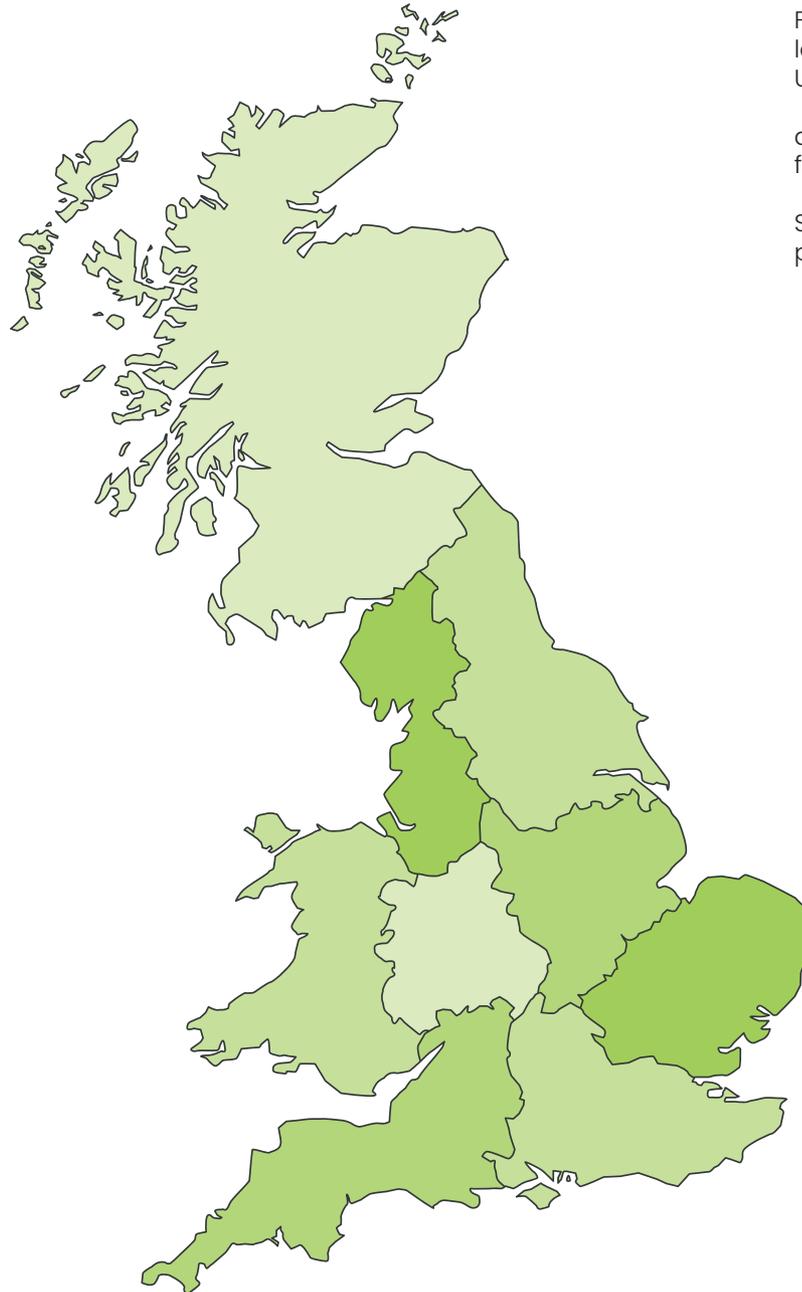
FutureScope brings together the design, build and maintenance elements of the landscaping industry to source suppliers, network and grow their businesses.

Main Activity	2015	2016	2017	2018	2019
<b>Landscape Contractor/ Design &amp; Build</b>	24.9%	31.8%	29.9%	37.6%	42.7%
<b>Garden Designer</b>	23.4%	30.4%	24.7%	24.3%	21.6%
<b>Grounds Maintenance</b>	10.1%	5.5%	11.9%	9.4%	10.2%
<b>Landscape Architect</b>	7.9%	3.1%	6.1%	5.5%	5.5%
<b>Local Authority</b>	2.6%	1.8%	1.9%	2.2%	2.9%
<b>Arboriculture</b>	3.8%	1.8%	3.4%	2.1%	4.3%
<b>Other</b>	27.3%	25.6%	22.1%	18.9%	12.8%

# FUTURESCAPE: REPORT – GEOGRAPHICALLY

## Visitor Specification

East Anglia:	3%
East Midlands:	3.3%
West Midlands:	4.1%
North East:	2.3%
North West:	2.6%
Scotland:	1.5%
South East:	74.2%
South West:	7.7%
Wales:	1.3%



FutureScape is the largest landscaping event in the United Kingdom.

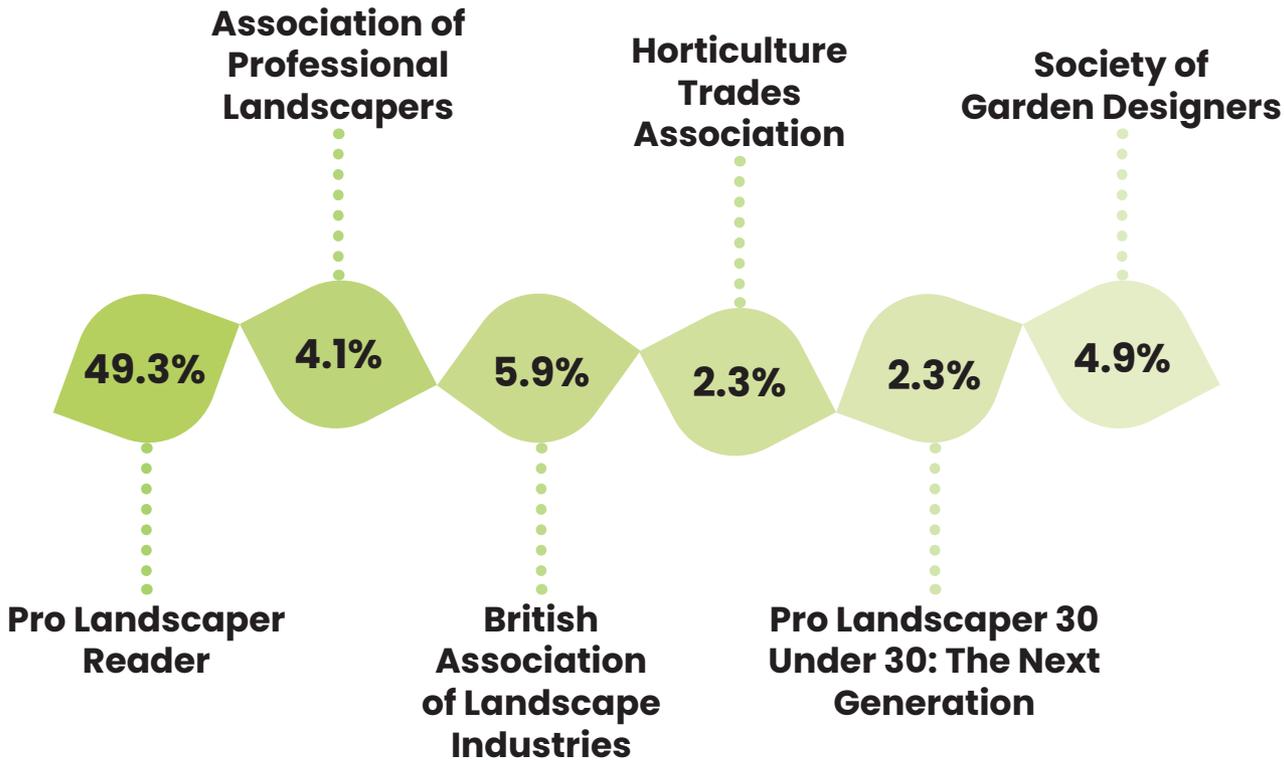
The show attracts visitors from across the country with a specific focus on the South East.

1/3 of the UK population live in the South East and it's home to a large proportion of landscaping projects.

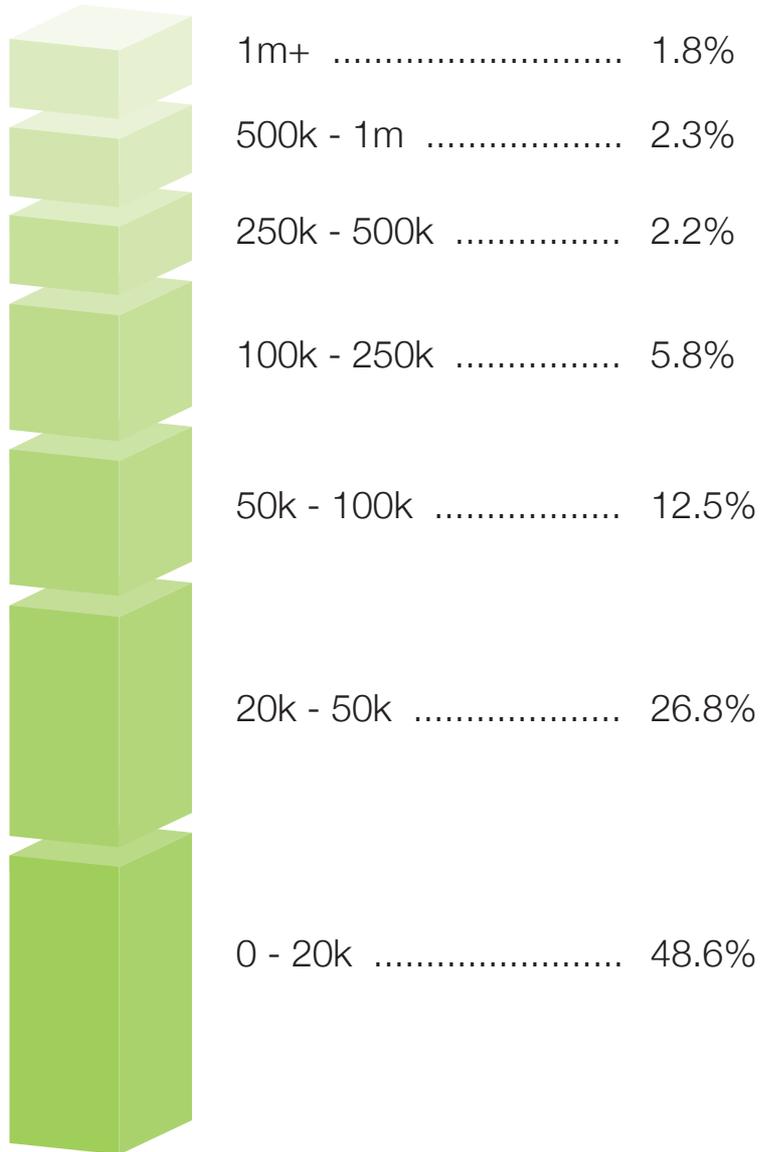
# FUTURESCAPE: REPORT – MEMBER OF...

FutureScope promotes the great work that our industry associations undertake.

Membership of these associations reflects the high calibre of audience that FutureScope attracts.



# FUTURESCAPE: REPORT – AVERAGE PROJECT SIZE



# FUTURESCAPE: REPORT – SEMINARS AND LIVE DEBATE



FutureScape is renowned for its carefully compiled programme of seminars and debates. This year's programme will cover a huge range of useful topics, from business information, to technical knowledge and product demonstrations. They are an ideal way to educate yourself with current technical knowledge, and upcoming industry trends. Book soon to secure your spot on a seminar.

The live debates are favourites for our visitors, and feature landscapers, designers and nurserymen taking to the stage to discuss the latest advancements in their markets. These debates are also opened to the floor, with audience members encouraged to participate in the debate to create a real sense of industry togetherness.



# FUTURESCAPE: REPORT – THE PRO LANDSCAPE SUMMIT AND 30 UNDER 30: THE NEXT GENERATION



'The Pro Landscaper Summit' has three main elements:

1. **DISCOVER:** After a day of discovery at FutureScape, we will ask you to join us to reveal this year's 30 Under 30: The Next Generation who will be named and congratulated with a presentation. As an industry, it's great to highlight and share this very proud moment of the future of our industry.
2. **DEBATE:** Our industry topical debate, this year we will have a diverse panel of industry experts.
3. **DINNER:** After the hectic day and interesting (and possibly thought provoking) debate we relax, have a meal, drink and network with industry colleagues.

30 Under 30: The Next Generation was initially launched to help young people within the horticulture and landscape sectors gain recognition, celebrate their achievements, and to promote them in a way that would enhance their careers.

This has certainly been the case with the previous winners, who have commented that the accolade has helped them to make more connections, raise their own profiles as well as that of the industry, and provided a platform for putting the spotlight on the new generation.

**Managing Director of Pro Landscaper magazine, Jim Wilkinson,** said; "The 30 Under 30: The Next Generation initiative has been fantastic for us; it has given the industry an opportunity to really promote and encourage the fantastic young people that are in this industry. It's great to get all the winners in one room at FutureScape to help them learn about the key issues that are currently affecting landscaping, and what can be expected in the future."

# FUTURESCAPE: ExCeL LONDON



## **ExCeL London**

ExCeL London,  
One Western Gateway,  
Royal Victoria Dock,  
London E16 1XL

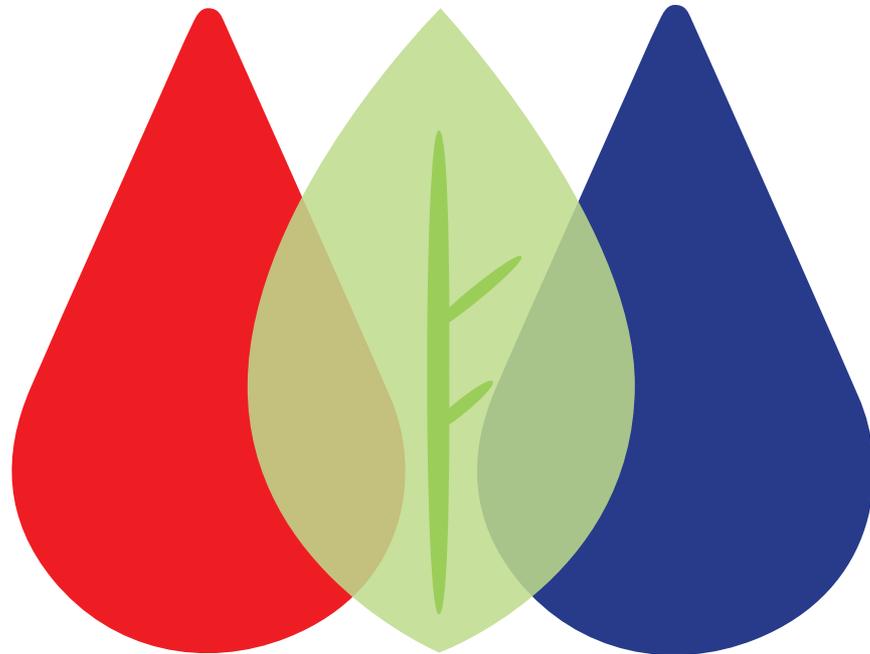
## Eljays44 Mission Statement

Eljays44 is a trusted media business that produces results for its clients, value to its audience and has the good of the horticulture sector at its heart. Eljays44 stays ahead by being focused, approachable, flexible, friendly and utilising our initiative to provide the highest quality products and services.

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# ELJAYS44

CONNECTING HORTICULTURE



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**[www.futurescapeevent.com](http://www.futurescapeevent.com)**