

PRESS RELEASE



Andy Jasper named as new Eden Project Group Chief Executive Officer

- Andy Jasper joins from the National Trust where he is Director of Gardens and Parklands
- Andy began his global career at the Eden Project, and brings a reputation for delivering transformation and “wow factor” in garden attractions
- News comes as Morecambe project on cusp of commencing construction phase and Dundee receives planning permission

The Eden Project has announced that Andy Jasper will be its new Group Chief Executive Officer, replacing Rob Chatwin who will step down in September after nearly three years in the role.

Andy will join the Eden Project in September from the National Trust where he is currently Director of Gardens and Parklands.

He joins at an exciting new phase in the Eden Project’s history, with Eden Project Morecambe about to go to tender and Eden Project Dundee having been recently granted planning permission.

In his current role, Andy is responsible for more than 500 years of horticultural heritage across 222 gardens and parklands in the National Trust. He is head of profession for a team of more than 750 horticulturists (106 of whom are Head Gardeners) and around 50 apprentices.

This will be Andy’s second period at the Eden Project, having previously spent 13 years as the project’s Head of Research and Evaluation where he specialised in understanding and communicating the social and economic impact of the Eden Project in Cornwall.

After leaving Eden he spent over a decade working on the transformation of garden visitor attractions in the UK and overseas. As Director of the National Tropical Botanical Garden in Hawaii, USA, he created and led a highly successful capital investment programme and reconfiguration of the South Shore gardens of Kauai.

As Programme Director of RHS Garden Wisley, he led the planning and execution of an acclaimed multimillion-pound investment programme in the Royal Horticultural Society's flagship garden. He also ran the garden through the pandemic years.

Andy's experience also spans projects in Germany and South Africa as well as initiatives in the UK including the Castlefield Viaduct Garden Project and securing Gertrude Jekyll's house and garden, Munstead Wood, for the nation. He recently oversaw the design and delivery of the Octavia Hill Garden which was voted People's Choice at the 2024 RHS Chelsea Flower Show.

Andy Jasper said: "As a Cornishman, I look forward to returning to the spectacular Eden Project in Cornwall, where I laid the foundations of a global career."

"It is such an honour to be chosen to lead the Eden Project, one of the most important, unique and forward-looking organisations of this century. We will pull out every stop to deliver the innovative new Eden Projects in Morecambe – where I have family links - and Dundee.

"I can't wait to rejoin and lead, nurture and support the fantastic team as we take the Eden Project into its next chapter."

Orna NiChionna, Chair of the Eden Trust said: "We are delighted to have recruited Andy Jasper as our next CEO. His career is completely aligned with our mission, ethos and level of ambition and he comes with a compelling track record of leading, motivating and empowering teams as well as delivering major capital projects that result in true transformation.

"He will be building on the excellent work carried out by our outgoing CEO, Rob Chatwin, who led our successful £50m Levelling Up Fund bid for the forthcoming Eden Project Morecambe and initiated our transition to a global, multi-site operation, including projects in China, Costa Rica and Dubai. Rob will work closely with Andy on the handover – ensuring that there is no loss of momentum as Andy picks up the reins in this next phase in our growth."

National Trust Director-General Hilary McGrady said: "Andy has proudly led and championed all things gardening for the past six years - from reinvigorating our amazing collection of gardens and initiating new

training and development for staff, to advocating for gardening and nature in the public sphere, and making the case for new investment and innovation. I am delighted for Andy and wish him the very best success leading the Eden Project.”

ENDS

June 19, 2024

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