



Sharing the best in Gardening

# Grow with us

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# The Royal Horticultural Society





# Why offer adult learning courses?



We don't stop learning because we grow old: we grow old because we stop learning.

# Why offer adult learning courses?

- What are the benefits?
- What are the challenges?
  - For your organisation?
  - For the learner?



# RHS adult learning programmes

Today we will cover:

- Where to start...
- Audience
- Content
- Staffing and tutors
- How do people know about your amazing offer?
- Budgets
- Key learning and top tips!





# Audience



- Who are they?
- What do they want?
- Quality and experience
- Excellent customer service but be firm
- Evaluation and listening
- New audiences

<https://vimeo.com/107267546>



The amazing Mrs Entwistle!

# Workshop content

- Listened to our audience
- Evaluate your strengths – unique but not too unique!
- Pulling together the programme.....

## **Core offer and progression**

- Soils, composting and nutrition
- Pruning (rose, fruit, tree and shrub)
- Propagation
- Plants and care
- Edible crops
- Weed identification and management
- Pests and diseases
- Tools and machinery



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Don't forget to make it....

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## What should adult learning be?

Fun

**Inspiring**

Concise

**Involving**

Practical

Relevant

Educational

Diverse

Excellent

Unique

Energetic

**Improving**

Leading the way

**Informing**

**Innovating**

Skills and Knowledge



## Courses and Workshops at RHS Garden Wisley

### Beginner's Propagation



Rooted cuttings

#### **Propagation from seed:**

Sexual propagation by seed creates a plant which bears characteristics of both parents.

When seeds begin to grow they are immediately vulnerable to damage, particularly from cold or drought. Seeds exhibit various types of dormancy to ensure that they germinate at a time which will give them the most chance of success and growth to maturity.

As gardeners, we can supply seeds with favourable conditions all year round, so sometimes we need to artificially break dormancy for seed to germinate.

Sandpaper or a file is used to scarify (abrade) the seed coat. **Chitting** is carried out by using a knife to nick the seed coat or by soaking the seed in warm water for 24 hours. Care should be taken when soaking seed, as too much can cause rotting.

Examples of seed benefitting from these treatments are plants from the pea family, such as *Colutea*, *Cytisus*, *Genista*, *Spartium*, *Lespedeza*, *Lupinus* and *Robinia*.

#### **Stratification**

Stratification is used for seeds which respond to either heat or cold. Stratifying breaks dormancy by replicating the conditions these seeds are naturally subjected to in the ground to trigger germination. Most commonly this is a spell of cold similar to that experienced in the winter.

#### Cold moist stratification

- Place seed in a clear plastic bag filled with moist but not wet coir, composted bark, or a mix of equal parts of the above with coarse sand, perlite or vermiculite and seal the bag
- Chill seed in a refrigerator, kept below 5°C (40°F) for four to 20 weeks, depending on the species
- Shake the bag periodically and sow immediately if the seed germinates in the bag

## Types of pruning cut



Heading Cuts



Thinning Cuts

## Key elements

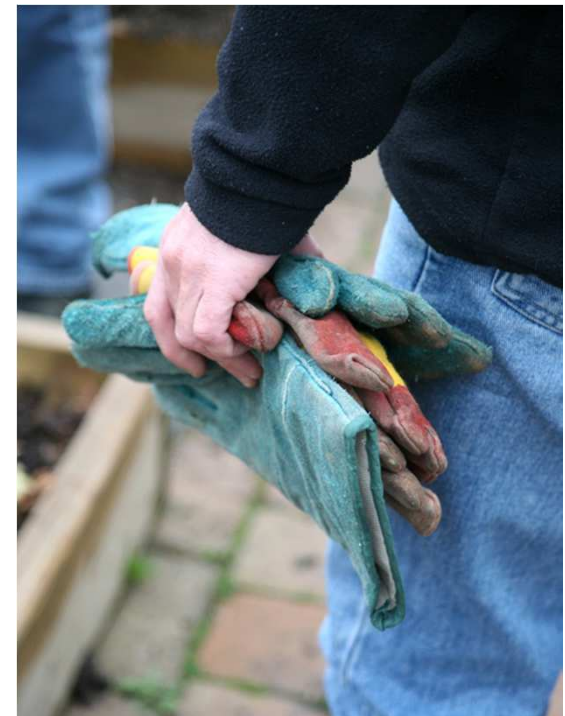
- Offering a route through the core offer to encourage progression of skills and repeat visits
- Offer some new courses each year, including some that challenge and debate garden practice
- Include practical, have a go activities wherever possible
- Make it interactive
- Include something to take away from the course
- Clear pricing that includes resources and catering
- Make it special, don't forget how it changes lives
- Get the content and offer right and people will come because you are meeting their needs
- Make sure the art groups always have carrot cake!

# Who delivers it?

- Staffing – changing the emphasis and skills
- Tutors – expertise, evaluations and cost
- Training programme to meet our needs
- Partnerships with other organisations



Royal  
Botanic Garden  
Edinburgh





## Who to?

- Remember your audience

## Where?

- Market research and evaluation

## Cost?

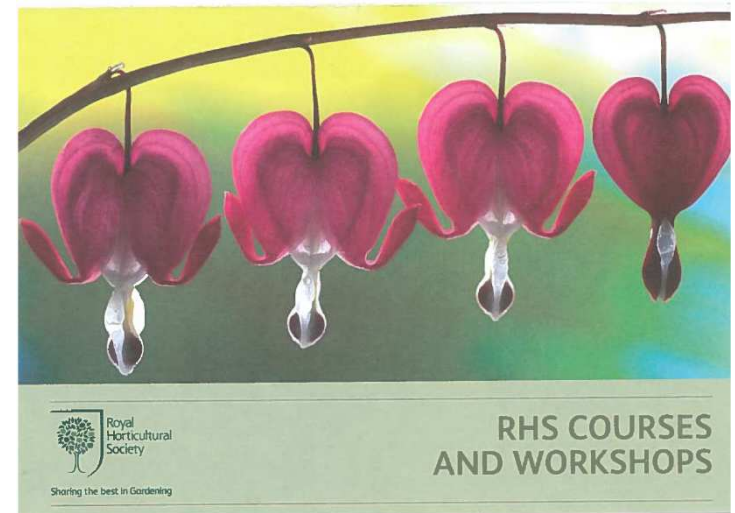
- For free...

## When?

- Programme release for maximum opportunity and marketing lead in

## What?

- Brochures, postcards, adverts, mailings.....





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# RHS Adult Learning Programmes

## Learn to Garden & Other Events 2009

### RHS Garden Wisley

Garden Walks • Talks • Demonstrations • Short Courses & Workshops  
Garden Design • Flower Arranging • Photography Workshops  
Botanical Art & Flower Painting Workshops • Special Events



[www.rhs.org.uk](http://www.rhs.org.uk)



### RHS GARDEN WISLEY COURSES AND WORKSHOPS 2015



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### RHS GARDEN ROSEMOOR COURSES AND WORKSHOPS 2015



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# Your challenge...

- Choose a course and think about, who the audience might be, where, how and what would you market to achieve a full course attendance?
- What's your back up plan if places aren't selling?

1. Starting from Scratch
2. Propagation :The Next Steps
3. Apple Cookery





# The money or how to make it work

How do you keep the costs down without compromising the experience?

- Its all in the detail... tablecloths!
- Booking offers
- Be flexible – breakeven numbers and cancellations

[illegible]

# Do One Thing!





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