

Sharing the best in Gardening

Grow with us



Sarah Cathcart RHS Head of Education and Learning



The Royal Horticultural Society

Sharing the best in Gardening





Why offer adult learning courses?





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



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 Entwhistle!



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



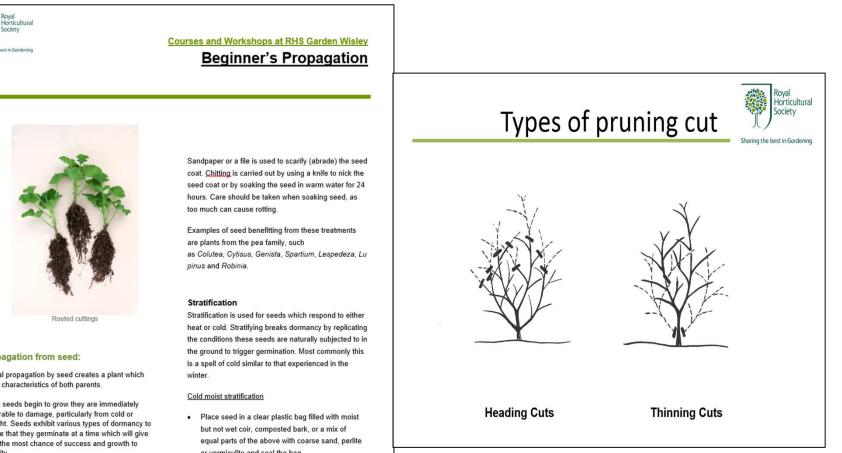


What should adult learning be? Fun Inspiring Concise Involving Practical Relevant Educational Diverse Unique Excellent Energetic Improving Informing Leading the way Innovating

Skills and Knowledge



Resources





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.

- 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



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!



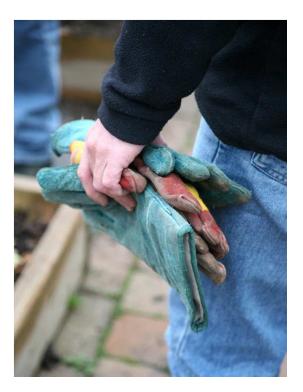
Who delivers it?

- 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







Marketing

Who to?

Remember your audience

Where?

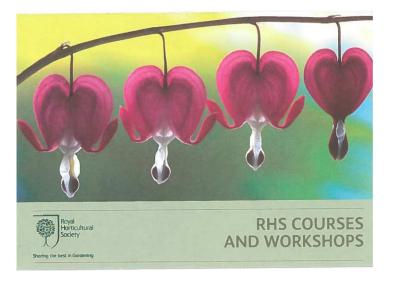
• Market research and evaluation

Cost?

• For free...

When?

- Programme release for maximum opportunity and marketing lead in What?
- Brochures, postcards, adverts, mailings.....





RHS Adult Learning Programmes

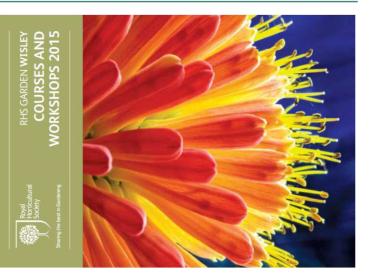
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Learn to Garden & Other Events 2009

RHS Garden Wisley

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









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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

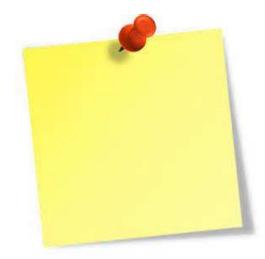
How do you keep the costs down without compromising the experience?

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

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Do One Thing!







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