



Royal
Horticultural
Society

Sharing the best in Gardening

Promoting horticulture

Tim Upson, RHS Director of Horticulture

Horticulture matters

HORTICULTURE MATTERS 2014

The growing crisis in UK Horticulture that is threatening our economy, environment and food security



A report on how partners in the Horticulture industry are tackling this crisis

The Horticulture Matters industry group comprises of these sector partners, with the support of English Heritage and many other organisations, and is administered by the Royal Horticultural Society.

LANTRA
Rolling with, backing business

www.lantra.co.uk



www.the-hta.org.uk

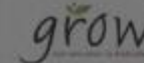
Chartered Institute of Horticulture

www.horticulture.org.uk

AND



www.bali.org.uk



www.growcareers.info



www.kew.org



www.britishgrowers.org



www.hdc.org.uk



www.landex.org.uk

Easton&OtleyCollege

www.eastonotley.ac.uk

National Trust

www.nationaltrust.org.uk



www.nfonline.com



www.hbgbs.org.uk



www.sparsholt.ac.uk



www.gardenorganic.org.uk



www.icould.com



younghortcontact.wix.com/younghort

Horticulture matters – key issues

72% of horticultural businesses were unable to fill skilled vacancies



70% of 18-year-olds thought horticultural careers were only for those who were not academic





Royal
Horticultural
Society

Sharing the best in Gardening

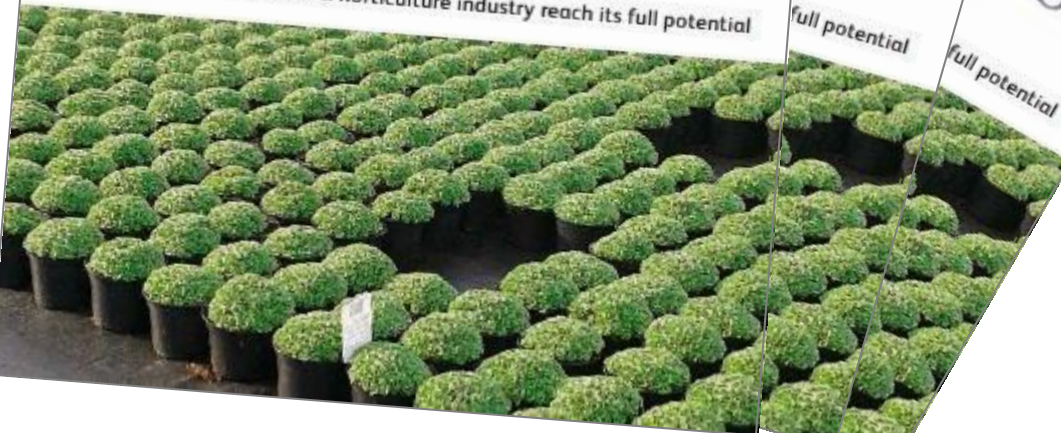


Ornamental Horticulture Roundtable Action Plan

Helping the UK ornamental horticulture industry reach its full potential

full potential

full potential



Ornamental roundtable

Engaging with Government



Ornamental Horticulture Roundtable

Action Plan 2015–2020

Helping the UK ornamental horticulture industry reach its full potential



12 areas of focus

Education & Employment

1. Horticulture careers
2. National Curriculum

Commercial & Promotion

3. Garden tourism
4. Sunday trading
5. Garden EXPO
6. Supply chain
7. Financial incentives

Science, Research & Development

8. Research & development
9. Resourcing of the industry
10. Plant health & pollinator strategy
11. Human health
12. Society

Education and employment

1 Horticultural careers

The RHS has worked to help implement a Level 3 trailblazer apprenticeship in horticulture & landscape



RHS Wisley students



Jamie Butterworth,
Associate Director of
YoungHort & and an
RHS Ambassador



Adam Frost,
RHS Ambassador



Education and employment

UK garden heritage & collections



Education and employment

RHS Bursaries develop experience, knowledge & career opportunities



Scottish Garden Tour
looking at Rhododendron
propagation, *Lisa Waters*

“The knowledge I have gained by seeing these plants in their natural state I will be using to improve the cultivation of my plants”
Sandra Ross



The life changing experience I gained from my internship is all thanks to the organisations that provided the funding for the trip. I hope that they equally benefit and enrich others' lives in the future as they have done mine.
Ben Chester, Nottingham Trent University



Education and employment

2 Horticulture & the National Curriculum

To engage with Government and the education sector to provide guidance and expertise to embed horticulture across the National Curriculum



RHS Campaign for School Gardening

- 28,000 Members
- 74% of UK Secondary Schools
- 65% of UK Primary Schools
- 8,547 schools and groups (600,000 children taking part in 'Rocket Science')
- 750 teachers trained each year through development workshops



We are proud to be working with nine new RHS Partner Garden venues to host and/or help deliver our teacher training workshops this year



Royal Horticultural Society

Sharing the best in Gardening

Commercial and promotion

3 Garden tourism

To collect and disseminate data in order to develop the garden offers and improve overall UK tourism



Visit England are promoting 2016 as the Year of the English Garden



2016 marks the 300th anniversary of the birth of Lancelot 'Capability' Brown

As the first ever celebration of Brown's extensive works, the Capability Brown Festival 2016 brings together a huge range of events, openings and exhibitions



Commercial and promotion

4 Sunday trading, 6 Modernisation of supply chain
& 7 Financial incentives





Sharing the best in Gardening

Commercial and promotion

5 Garden EXPO

The industry will help plan, prepare and deliver a year-long international EXPO, to rival and exceed the London Olympics 2012, in 2020 or later, in co-operation with the Government.

The 2016 Horticultural EXPO is in Antalya, Turkey from 23 April to 30 October 2016. More than 8 million visitors are expected over 6 months

London 2012 – Queen Elizabeth Olympic Park





Royal
Horticultural
Society

Sharing the best in Gardening

Science, research & development

8 Research & development

The potential of Plants

9 Sustainable resourcing

Water, energy, pesticide use & growing media



Science, research & development

10 Plant health & pollinator strategy

To engage with relevant Government agencies to provide advice and expertise on plant health, policy development





Royal
Horticultural
Society

Sharing the best in Gardening

Award of Garden Merit Plants that perform



Agapanthus Gall Midge

New pest, currently no control, larvae develop inside flower buds, which become deformed, discoloured and fail to open



Further information

Agapanthus gall midge problem profile page for gardeners:

<https://www.rhs.org.uk/advice/profile?PID=742>

Project page: <https://www.rhs.org.uk/agapanthusmidgeproject>

Agapanthus gall midge Plant Health Risk Register entry:

<https://secure.fera.defra.gov.uk/phiw/riskRegister/viewPestRisks.cfm?cslref=27376>



Royal
Horticultural
Society

Sharing the best in Gardening

Science, research & development Health & society

11 Human health & horticulture



Dementia Garden

Headley Court





Royal Horticultural Society

Health & society

Sharing the best in Gardening

12 Society & horticulture



Community Gardening & Britain in Bloom



Knebworth during NGW



Greening Grey Britain

Gardening matters:
Urban gardens



Any questions?