
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

Why Horticulture is important

Horticulture is the science, art, technology and business of cultivating ornamental plants, fruit and vegetables for human use. It is practiced at all levels from individuals at home, to the activities of multi-national corporations.

For this reason, the Horticulture industry has joined together as the Horticulture Matters industry group to tackle the skills shortage in the industry. Key partners include: Royal Horticultural Society, Chartered Institute of Horticulture, Horticultural Trades Association, Lantra and many other organisations (see back page).



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September 2014

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Foreword

For some people who are lucky enough to work in this industry, it can be difficult to understand why campaigns such as this, Horticulture Matters, are really needed. Surely, when there is so much diversity, so much interest and so much to learn, everyone knows that? Sadly not.

This assumption actually misses the point. For too long, this industry (which I have been part of for 50 years) has been too shy to promote why people should want to work in it. It is for this very reason that I am so pleased to support and promote Horticulture Matters. We need to be louder about our profession; to sing its praises and diversity; to be confident in our relevance; and to tell anyone who will listen why they should feel that Horticulture is a career to be proud of.

Raising awareness

This is the second year of Horticulture Matters, and much has been achieved. Probably most substantially is the profile of Horticulture: whether you are a schoolchild or career changer, you will probably now be more aware of this world of Horticulture that people like me love. Never knock the power of promotion, of raising awareness for opening doors – half the battle is to make people realise we are here.

And this is really what this review of the *Horticulture Matters* report highlights. It demonstrates that the industry is coming together; that we

are starting to talk to Government, children, students and adults about the wonderful world of Horticulture. All of us in the industry are becoming more united and confident in the sort of people we want in our sector, and we are becoming better at articulating why they should join. The skills shortage within the professional world is a genuine matter of national concern.

There is still much to be done, as the timetable shows on pages 16-17; but, as you read through this update, please absorb the detail; commend what has been achieved; and think about how you can help our industry in the year ahead. Ideas and new ways of working are always welcome, so please do share your input with the main partners of this campaign (listed on the back page).

Together we can make many more people realise that Horticulture really does matter.

Alan Titchmarsh, MBE, VMH



The first year

There is a growing crisis that is threatening our economy, environment and food security. This is the increasing lack of people joining the sector and the skills shortage that it brings. Last year the horticultural industry decided to do something about it and Horticulture Matters was born.



We have worked hard together with Government, employers and educators to reverse this trend and safeguard the future of Horticulture for the benefit of all. The Horticulture industry is now achieving much-improved levels of collaboration and we are determined to do even better.

In May 2013, the Horticulture Matters industry group published the first *Horticulture Matters* report, detailing key findings including:

- 72 % of 200 horticultural businesses surveyed were unable to fill skilled vacancies;
- a survey of 1,000 people revealed that 70 % of 18-year-olds believed

horticultural careers should only be considered by people who have 'failed academically';

- nearly 50 % of under-25s think Horticulture is an unskilled career.

When the *Horticulture Matters* report was presented to Government in May 2013, it contained a number of promises about how the horticultural industry will address the poor perception of horticultural careers, together with our 'asks' of Government to detail how it can help make a real difference to this perception.

A year on, we have a chance to reflect on what we have achieved, lessons learned and what still

needs to be addressed. We have lots of enthusiasm and experience, but getting this ball rolling has proved a little slower than expected. However, I believe that we as a group have made an excellent start.

What we have achieved

There were some real achievements, but part of the challenge is that Horticulture is a wonderfully diverse industry. This is great most of the time, but it can make joining up and collaborating a challenge, especially when we are all so busy. So although great progress has been made, we'll all need to redouble our efforts to achieve even more in the year ahead.

I know I'm speaking on behalf of our partners when I say we're all really excited about how we will take the achievements and feedback from our first year to create a dynamic plan for delivering further success in Year Two. This is just too important – we must make it work.

Sue Biggs
Director General,
Royal Horticultural Society
on behalf of the Horticulture
Matters industry group
(see the back page for all partners)

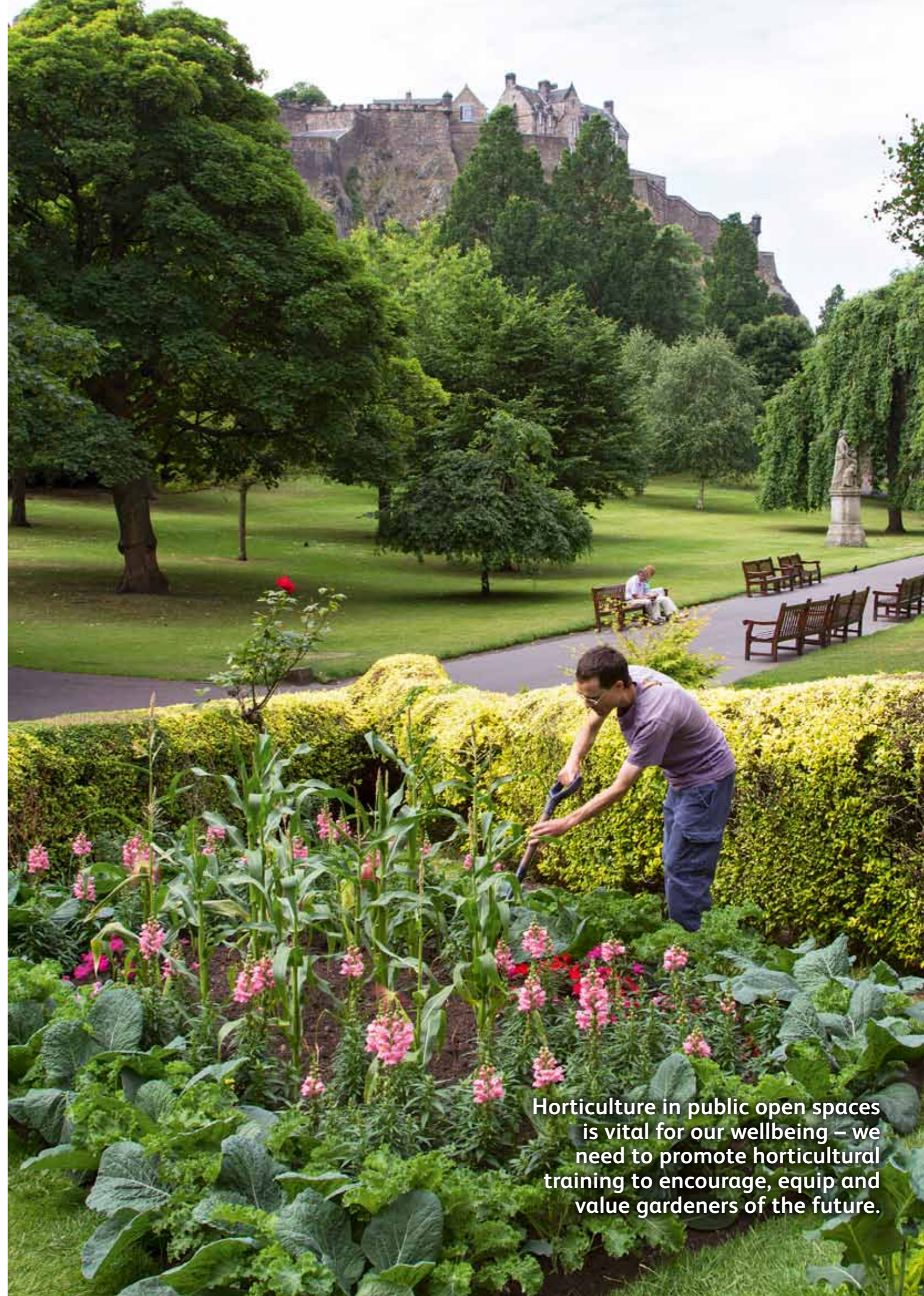
72%
of horticultural businesses surveyed could not fill vacancies

70%
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50%
of under-25s see Horticulture as an unskilled career



In May 2013 the Horticulture industry came together to create the first *Horticulture Matters* report (above).



Horticulture in public open spaces is vital for our wellbeing – we need to promote horticultural training to encourage, equip and value gardeners of the future.

Achieving results with Government



In our 2013 report, the Horticulture Matters industry group set out what action was needed to save UK Horticulture. What have we achieved?

1. Promote Horticulture across Government

- The *Horticulture Matters* report was launched at a parliamentary reception on 14 May 2013, attended by 22 political stakeholders. These stakeholders included David Heath (then Minister of State for Agriculture and Food), Christopher Chope (former Minister and Shadow Minister for Environment), Sir Bob Russell MP, Lord Walpole, George Eustice MP (Parliamentary Under-Secretary for Environment, Food and Rural Affairs), and Anne McIntosh MP (Chair of the Environment, Food and Rural Affairs Select Committee).
- All-Party Parliamentary Gardening and Horticulture Group (APPGHG) Chair Baroness Fookes spoke in support of horticultural careers and skills during a debate in the House of Lords.
- The report was presented to the Rt Hon Owen Paterson MP, the then Secretary of State for Environment, Food and Rural Affairs, and to Parliamentary Under Secretary of State for Natural Environment and Science Lord de Mauley, during the APPGHG Annual Meeting with the Secretary of State in July 2013.

2. Embed Horticulture in education

The Department for Environment, Food and Rural Affairs (DEFRA) provided a briefing on apprenticeships, skills and qualifications to the APPGHG; subsequently the APPGHG's sponsors contributed to a response document. The RHS noted the need to raise the profile of horticultural careers and to ensure synergy with the Ofsted report on careers (September 2013), the promotion of vocational courses and the Government's plan to address this issue.

The Department for Education recognised the need to raise the profile and benefits of Horticulture as a career, and noted that schools and colleges are encouraged to offer qualifications outside the scope of the Key Stage 4 performance tables, as long as they reflect pupils' interests and abilities.



Sparsholt College is one of the organisations which offers apprenticeships and further education qualifications in Horticulture.

In the *Horticulture Matters* report last year, we had seven 'asks' of Government to deliver change:

- Promote Horticulture across Government**
 - 1 Promote Horticulture as a valuable means of achieving key policy goals across Government.
- Embed Horticulture in education**
 - 2 Embed Horticulture across the schools' National Curriculum for England in Key Stages 1 to 4.
 - 3 Support and fund apprenticeships in business.
- Promote and support training**
 - 4 Promote and support horticultural learning in higher and further education sectors.
 - 5 Encourage the Higher Education Funding Council for England to recognise Horticulture as a 'strategically important and vulnerable subject'.
 - 6 Place greater emphasis on Horticulture within Government research funding streams.
 - 7 Make funding available across fundamental and applied research areas.

Key results

22 political stakeholders attended the launch of the *Horticulture Matters* report in May 2013.

- Roger Williams MP tabled a Parliamentary Question enquiring about Horticulture skills and apprenticeships.
- The Department for Education recognises the need to raise the profile of Horticulture as a career.

3. Promote and support training

In October 2013, the Minister for Skills and Education, Matthew Hancock MP published *The Future of Apprenticeships in England: Implementation Plan*, setting out the Government's strategy to increase the number of apprenticeships in the country, and the introduction of the 'Trailblazers' initiative with sector advocates working with businesses to grow apprenticeship schemes.

Sir Bob Russell MP is tabling an adjournment debate on skills in the Horticulture industry. The debate will give MPs the opportunity to discuss the need for skills and training in the Horticulture industry; this is likely to lead to positive references to, and the recognition of, Horticulture by parliamentarians and Government.

Roger Williams MP tabled a Parliamentary Question (PQ) to enquire about skills and apprenticeships in the Horticulture industry. The PQ was answered on

30 June 2014. The response referenced Government's continuing support for the Trailblazers initiative and the need for horticultural employers to be fully engaged in this reform programme.

Nevertheless we are continuing to connect with key influencers, and have meetings scheduled with Apprenticeship Ambassador Gordon Birtwistle MP, Chair of the Education Select Committee Graham Stuart MP, and additional meetings with the APPGHG.

We continue to place an emphasis on Horticulture in relation to Government research funding, and strongly believe that more financial support should be made available.

Achieving results across the industry in 2013–2014

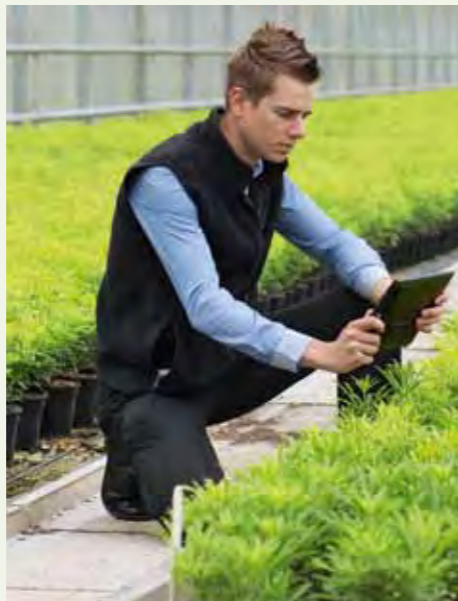
Improving the perception of Horticulture

We have been too modest as an industry to promote ourselves. As a result, the public have a poor view of what a career in Horticulture can offer. We know we must work together to inform and inspire potential career entrants, to show that Horticulture is an exciting, rewarding career to be proud of.

We promised to:

1 Recruit industry ambassadors

- An exciting new group of talented professional horticulturists called **YoungHort**, founded and led by horticulturist Jack Shilley (see page 18), are inspiring by example.
- The existing **Horticultural Trades Association (HTA)** 'Pathfinders' programme continues to identify ways of working with secondary schools and widening the industry community.
- The introduction of **RHS Ambassadors**, who include Alan Titchmarsh, James Wong and Nick Knowles.
- In July 2014 the **Institute of Horticulture (IOH)**, as the body representing all qualified and experienced horticulturists, achieved 'chartered' status – a huge recognition for the institute and our whole industry. It is now known as the **Chartered Institute of Horticulture (CIH)**.



2 Deliver horticultural 'test drives'

- More than 100 school and college students visited RHS Chelsea Flower Show in 2013 and 2014, to be inspired by world-class Horticulture and growers, nursery staff and landscape designers.
- The industry group commissioned research to better understand current perceptions of Horticulture.
- The **RHS** engaged with secondary schools and consulted with Year 8–10 students, subject teachers and careers advisors to define their needs. Findings from research on how students prefer to access careers information has fed into the direction of a film (see page 19) and will influence how information is presented and shared.

3 Promote the GrowCareers website

- The **GrowCareers** web pages (www.growcareers.info) have been visited more than 150,000 times since the launch of the report; they also have links to the *Horticulture Week* website.
- **Lantra** (the Sector Skills Council supporting skills and training in the land-based and environmental sectors) has established a new careers website featuring horticultural career pathways and fact sheets.
- The industry group has funded the design of an inspirational film showing Horticulture as 'a cool career to be proud of' for 11–18-year-olds. Many of the Horticulture Matters industry group partners, including **GrowCareers**, **CIH**, **RHS**, **Horticultural Development Company (HDC)**, **HTA**, **Lantra** and **British Growers**, have collaborated on the film; a nationwide competition for young film-makers to produce / direct the film generated 41 creative pitches. The winner, Dean Moore, has produced a 3-minute film that portrays the role of Horticulture in our economy and community in a way that is young, fresh and modern (see page 19).

4 Deliver GrowCareers days

- Four **GrowCareers** events have taken place this year (Jan, Feb, Mar and May), with 52 horticultural businesses connecting with more than 400 students or career changers. An additional **GrowCareers** event at the GroSouth Horticultural Exhibition 2013 in West Sussex, was well attended.
- **Lantra** has run 12 career-advisors workshops, and connected with more than 1,000 schools across Britain.

Horticulture in the National Curriculum

While we are encouraged that Horticulture has been included in the proposed National Curriculum for England, it is disappointing that the subject isn't more prominently represented.

We promised to:

5 Support Horticulture in schools

- **Garden Organic** carried out a survey of secondary schools, at the request of **Lantra**, and found that 642 schools offer Horticulture qualifications at Key Stage 4. This will be used to tackle gaps in provision.
- The **RHS** has conducted detailed consultations with groups of students aged 12–15 in three large secondary academies to find out what motivates young people to choose a particular career. Findings have informed a detailed action plan to raise the profile of the opportunities and benefits of a career in Horticulture to students.
- The **RHS** launched 'Great Gardening Projects for your Secondary School' as part of its national Continuing Professional Development (CPD) programme for teachers. The course has been developed in partnership with Heads of Design and Technology at a range of UK secondary schools. The **RHS** is working with the Design and Technology Association and Farming & Countryside Education to perfect the course, and look ahead to further linking Horticulture to the Design and Technology curriculum.



6 Provide guidance for schools

- The **RHS** is piloting some new and exciting teacher training courses for the 2014–15 academic year, including 'Growing to Sell' and 'Gardening in Small Spaces'.
- A schools guide to **RHS** qualifications, which supports schools wanting to set themselves up as a centre for vocational Horticulture, has been published and is available online. In addition, the **RHS** is also developing a variety of teaching resources, which provide a range of Horticulture-linked activities enabling teachers to work with a whole class at a time, across the curriculum, in outdoor spaces.



7 Facilitate more businesses to work with schools

- **Garden Organic** is working with the Greater London Authority, Capital Growth, **RHS**, School Food Matters, Food for Life partnership and Morrisons to get every school in London growing food. The scheme was launched at Phoenix School in London in June 2014.
- **British Growers** members and associations are visiting local schools, and promoting the range of technical roles available in the Horticulture industry, with its own video.
- In June 2014 the **RHS** met West Sussex Growers (who have a combined turnover of £300m) to discuss a scheme linking Horticulture businesses and secondary schools. Local teachers will visit businesses to see how each company can directly support the curriculum through ambassadors and projects. The seven horticultural businesses within West Sussex Growers are representative of state-of-the-art science and technology for UK Horticulture. These businesses can support learning across the curriculum, from science and engineering to food tech, art, design, business and enterprise skills, maths and statistics.

The **RHS** and other organisations have provided resources for teachers across the curriculum.



Achieving results across the industry in 2013–2014

Supporting Horticulture in further and higher education

Horticultural employees value work-based and academic qualifications. We need to promote horticultural training opportunities, and drive the take-up and completion of qualifications if we are to meet the growing demands of the sector, and the nation.

We promised to:

8 Promote apprenticeship opportunities

- Apprenticeships are now high on the Government agenda, particularly through the launch of the Trailblazers initiative.
- The **Royal Botanic Gardens, Kew** delivers training programmes for 60 students and apprentices; from August 2014 the traineeship programme has been converted into continuing employment of base-grade horticulturists – eight graduate trainees are being retained at Kew and three graduate apprentices hired.
- The **Historic and Botanic Gardens Bursary Scheme** (led by **English Heritage**) has extended to include one- and two-year paid placements in historic and botanic gardens. 140 trainees have completed these full-time practical placements and moved directly into the historic and botanic garden sector.
- Land-based educational establishments, such as **Sparsholt College**, take every opportunity to promote apprenticeships via case studies of students who are now enjoying successful placements.



Wilmington Academy in Kent offers Horticulture courses and work experience to its secondary school students.

9 Create more apprenticeships

- The **RHS** has introduced eight apprenticeships at its gardens. This will increase to at least 16 in 2015 and is in addition to an annual intake of around 30 trainees on a two-year placement.
- The **HTA** developed a Garden Retail Apprenticeship programme with Pershore College (part of Warwickshire College) and is recruiting at least 16 vacancies for small / medium-sized garden retail businesses for 2014; programme will run again in 2015.
- In addition, **Lantra** supported more than 1,700 horticultural apprenticeships in 2013, and has worked with employers to submit an expression of interest to the Department of Business, Innovation & Skills for new Trailblazers apprenticeships in production Horticulture and landscape. We should hear in September 2014 if these will go forward to full development. This will put employers in the driving seat to develop horticultural apprenticeships that meet their needs.
- About 25 new apprentices will start on a scheme in production Horticulture developed jointly by **British Growers**, **Sainsburys** and **Staffline**.

10 Encourage more take-up of horticultural courses

- The Horticulture Matters industry group, represented by Sarah Cathcart (RHS Head of Education and Learning), has attended and engaged with Liam Byrne MP on the Future of Higher Education where the value of vocational courses and the need for science research were highlighted. This has been fed in to the Green Paper for science, in June 2014.
- A skills framework development plan has been undertaken by **Lantra** and **British Association of Landscape Industries (BALI)** for the landscaping industry to provide a more formal and recognised career pathway for landscapers.
- Homebase store and garden centre group had more than 1,000 applications for 24 places for this year's intake of apprentices.
- A focus group and survey have been carried out with RHS Approved Centres, employers and professional horticulturists to gather information on the relevance of RHS Qualifications to the Horticulture amenity sector. Evaluation has taken place this August.

Safeguarding UK Horticulture

It is vital that Britain has the skilled professionals we need to safeguard our food, heritage and environmental security. We need these people to manage and mitigate the impact of immediate and future threats of climate change and pests and diseases, and to increase our capacity to feed ourselves.

We promised to:

11 Ensure in-house training includes managing pests and diseases

- The **RHS Science** team, in collaboration with members of the horticultural industry, is developing training materials on plant health and pest and disease identification for professionals, and has delivered training activities, including:
 - A professional training day in March 2013, which attracted 57 participants. Topics included new pests and diseases, and updates on the European Union Sustainable Use Directive on Pesticides.
 - With **PlantNetwork**, a course on the identification and managing of pests and diseases was held at RHS Garden Wisley, Surrey in July 2014. This is a model for further courses that will be delivered internally and externally with other industry organisations.
 - A plant health for trees day at the Sir Harold Hillier Gardens, Hampshire took place in June 2014. A course on plant health, identifying and managing pests and diseases for Squires Garden Centres employees will be held in September 2014.

12 Work with schools to make a link between science and horticultural careers and to promote course content

- The **RHS** explored opportunities to work with educators and schoolchildren: student consultation took place in March 2014 at Deptford Green School, which ignited keen interest in Horticulture.

13 Encourage retention of courses and develop additional components

- In November 2013, an **RHS Science** PhD symposium held at RHS Garden Wisley allowed students to share their work and to network with 70 scientists from 11 UK research institutions.
- An **RHS** and **HDC** five-year fellowship was established to tackle the declining number of horticultural scientists entering the horticultural industry. Dr Alistair Griffiths, RHS Director of Science, is a member on the training and skills working group of the **Society of Biology** and **UK Plant Sciences Federation**.

14 Deliver a public information campaign regarding plant health

- The **RHS** publishes an annual 'top 10' most abundant plant pests and diseases, and provides updated advice pages on the RHS website.
- Each year, RHS Gardening Advice answers more than 5,000 questions on pests, diseases and plant health.
- To raise awareness of how tree and plant pests and diseases could inadvertently be brought into the UK, the **RHS** supported an exhibit by **FERA** at RHS Chelsea Flower Show in May 2014, entitled 'Plants Need Passports Too!'

Work on plant health is key to safeguarding our Horticulture.



15 Notify Government of emerging threats

- The **RHS** and **HTA** are members of the UK Plant Health Advisory Forum, a body that advises **DEFRA** ministers and involves a range of key stakeholders in Horticulture, forestry and agriculture.
- The **HTA** and **RHS**, with other key industry stakeholders, have played an active part in developing the **UK Plant Health Risk Register**, by proposing organisms to be listed and helping with information to complete the register. It was made publicly available online by **DEFRA** in January 2014.
- In May 2014 **RHS** scientists met with Nicola Spence, UK Chief Plant Health Officer, who has also met with other industry bodies to strengthen communications.

Horticulture Matters: Year Two

The Horticulture industry believes urgent action must be taken by both our industry and Government to stop the crisis in Horticulture threatening the UK's future.

In Year Two of the Horticulture Matters campaign there will be an even stronger focus on young people, particularly those in secondary school approaching decisions to be made about their future career. There is a collective need for everyone to continue to inspire a love of Horticulture and so help bring more young people into the industry to save its future.

In the year ahead, the Horticulture Matters industry group will continue to push – and deliver – an increase in the provision of apprenticeship schemes to ensure that we train the gardeners of the future. In addition, this will offer progression, practical understanding, knowledge and skills, so increasing the confidence and expertise of young adults to help them find employment within the horticulture industry.

We will continue to grow the Horticulture Matters ambassador schemes, supporting engagement between passionate, knowledgeable and experienced horticulturists and their local schools. It is also important to increase links between local horticultural businesses and secondary schools to build the crucial links for future employment.

UK horticultural organisations will continue to work together and share skills, information and resources to influence Government. The key 'asks' of Government and educators have not changed: we need continuing support to improve the image and prospects for Horticulture across the UK, enabling Horticulture to be further embedded across the curriculum up to Key Stage 4, and working with us to grow the next generation of horticulturists.

The continued close working of partners across the



Key areas of focus this year

The Horticulture Matters industry group will continue its campaign through:

- More effective working with Government
- Continuing to focus on our key promises, giving priority to:
 - Apprenticeships
 - Engagement with secondary schools
 - Inspiring young people and career changers

sector, including the CIH, HTA and RHS, will support the joint aim of driving even greater industry collaboration, particularly:

- GrowCareers, which will continue to expand, and ensure coordinated promotion of careers across the horticultural sector, including Horticulture ambassadors;
- training and education, in order to have a stronger engagement with higher and further education;
- engaging with Trailblazers, in order to further drive forward apprenticeships in the year ahead;
- appreciating parks and green spaces, reflecting the issues raised in the Heritage Lottery Fund report on the *State of UK Public Parks 2014*.

Working together, the Horticulture industry can inspire a whole generation of young people to grow up loving gardening, to take joy in creating the green spaces that promise a better future for us all, and to consider Horticulture as a respected and fulfilling career.

There needs to be greater emphasis on plant science within Government research funding to help safeguard UK Horticulture.

Year Two: Actions to save UK Horticulture

1 Improving the perception of Horticulture

Our promise:

- 1 We will recruit 'ambassadors' from all ages, areas and backgrounds to inspire potential career entrants and increase awareness of the range of horticultural career opportunities available. This will build on initiatives such as HTA Pathfinders ambassadors scheme, CIH ambassadors and mentors. Drawn from across the sector, ambassadors will be supported to work in schools and other places to tell their career stories.
- 2 We will continue to deliver a programme of 'horticultural test drives' to see world-class Horticulture first hand; others will spend a day with nursery professionals seeing how plants are bred and grown, or with gardeners in parks and RHS Gardens.
- 3 We will invest further in the GrowCareers website to make it the number-one destination for anyone considering a career in Horticulture. Relevant, engaging and interactive online content, including videos, will be shared across all organisations to increase access. Social media will help drive interest in horticultural careers and traffic to the site. GrowCareers will link to, and have a presence on, other platforms to attract interest in the sector. All horticultural businesses will be encouraged to display material and advertise job opportunities.
- 4 GrowCareers days for young people, and those who influence their career choice, will aim to raise the profile, understanding and perception of Horticulture and horticultural careers.

Our ask of Government:

- 1 **To improve the image and prospects for Horticulture, it needs to be recognised and promoted as a valuable means of achieving key policy goals across Government. This should be reflected in the language used by Government and articulated in future policy developments. We have had engagement from Parliament, but would now welcome the opportunity to meet with ministers and key civil servants to identify how action to support Horticulture would also support the delivery of policy objectives.**

3 Safeguarding the health of UK Horticulture

Our promise:

- 10 We will ensure that in-house training and development, across food crops and ornamental plants, includes specific content on the theory and practice of identifying and managing pests and diseases.
- 11 We will work with schools and further and higher education institutions to make the direct link between science subjects and horticultural careers, and encourage course developers to include content on pests and diseases.
- 12 We will work together, and with further and higher education institutions, to encourage the retention of existing and future horticultural courses, as well as horticultural components of courses such as biology and agriculture at BSc and MSc level.
- 13 We will deliver a public-information campaign regarding the dangers of bringing plant material from abroad into the UK.
- 14 We will continue to act swiftly to notify Government and its key agencies of emerging threats.

Our ask of Government:

- 6 **Place greater emphasis on Horticulture and plant science within Government research funding streams. Without this, there will not be sufficient incentive to colleges and universities to offer graduate and post-graduate courses that are vital to the future of the industry, particularly for taxonomy and plant pathology.**
- 7 **Horticulture should be more significantly represented within the pool of funding available for agricultural research. Funding should also be available across fundamental and applied research areas, and to support technology transfer.**

2 Horticulture and education

Our promise:

- 5 We will develop and make available guidance and content for schools to support them to develop and deliver the Horticulture curriculum.
- 6 We will facilitate horticultural businesses and organisations to work together with schools at a local level to provide rich curriculum content and learning opportunities for children and young people.
- 7 We will promote apprenticeship opportunities to horticultural businesses and potential apprentices through our networks and communications. Horticultural organisations will be encouraged to increase their commitment to apprenticeship schemes.
- 8 We will partner successful horticultural apprentice employers with other horticultural businesses. The industry will engage with the apprenticeship Trailblazers opportunity.
For its Association of Professional Landscapers, the HTA will develop a landscape careers programme covering apprenticeships through to CPD.
- 9 Our industry's promise to promote horticultural careers will help drive take-up of horticultural courses within further and higher education.

Our ask of Government:

- 2 **Horticulture should be embedded across the curriculum in Key Stages 1 to 4.**
 - Horticultural learning within the Design and Technology curriculum should include practical, fundamental principles of Horticulture, but must go beyond this to cover horticultural technology and innovation.
 - We would welcome the opportunity to provide content experts to work with the Department for Education to develop further guidance on Horticulture within the curriculum.
 - To promote and value vocational courses in schools and colleges as a career pathway.
- 3 **Ensure that there is sufficient funding and support available to enable businesses in the Horticulture sector to take on apprentices, and that apprenticeships in Horticulture are more widely promoted in communications about apprenticeships.**
- 4 **Promote and support horticultural learning in further and higher education. Government should continue to ensure that there is sufficient funding through the Education Funding Agency and the Skills Funding Agency to support horticultural learning and skills development. The improved Education Funding Agency arrangements for further education Horticulture courses from 2016 are acknowledged and help reflect the needs of the Horticulture industry and its employers. With the Horticulture Innovation Partnership, the sector will increase research and development into plant health, leading to a new industry research and development strategy.**
- 5 **Encourage Higher Education Funding Council for England to recognise Horticulture as a 'strategically important and vulnerable subject'.**



In May this year, the RHS Chelsea Flower Show welcomed a range of would-be professional horticulturists to the show. We all have a duty to inspire the next generation.

We will continue to work to ensure horticultural courses offered in further education institutions equip learners with the balance of knowledge and practical experience that employers need.

Timetable for change: Years One and Two

JUST STARTED

UNDER WAY

PROGRESSING WELL
– YEAR ONE TARGET ACHIEVED

Activity area	Pledge / ask	Year One progress	Measures for Years One and Two
1 Improving the perception of Horticulture	Government language and policies	1	1 Meetings with ministers and civil servants on relevant policy issues
		2	2 Positive references to Horticulture, horticultural skills and horticultural careers in Government speeches
		3	3 Specific reference to Horticulture in relevant policy documents across Government
	GrowCareers	4	4 Number of views of horticultural careers video
		5	5 Number of Horticulture jobs posted
		6	6 Registration / downloads of 'I Grow Careers' logo
		7	7 Number of GrowCareers days, number of participants (businesses and young people)
	Creation of Horticulture ambassadors	8	8 Number of online sign-ups of individual Horticulture ambassadors
		9	9 Increase in participation in HTA Pathfinders group
		10	10 Public / young people's perceptions of horticultural careers survey
2 Horticulture and education	Development of guidance for schools regarding inclusion in Design and Technology curriculum	11	11 Cross-sector development of guidance for delivery of Horticulture in Design and Technology curriculum
		12	12 Number of local partnerships between Horticulture businesses / organisations and schools
	Horticulture embedded across curriculum	13	13 Horticulture embedded across the National Curriculum for England in Key Stages 1 – 4
		14	14 Design and Technology curriculum includes horticultural technology and innovation
	Sector promotion of apprenticeships to young people and businesses	15	15 Increase in take-up of horticultural apprenticeships
		16	16 Number of additional apprenticeships created by RHS and other partner organisations
	Business-to-business mentoring	17	17 Number of business-to-business apprenticeship mentoring partnerships created
	Government promotion of support for horticultural apprenticeships	18	18 Specific reference to the needs of the Horticulture industry when promoting and discussing apprenticeships
		19	19 The Department of Business, Innovation & Skills to meet with the Horticulture industry to discuss specific challenges related to horticultural apprenticeships and how these can be resolved
		20	20 Horticulture recognised as a 'strategically important and vulnerable subject'
Encouraging take-up of horticultural qualifications offered in further education institutions	21	21 Percentage increase in enrolment on horticultural further education courses	
	22	22 Positive feedback from course participants, businesses and colleges on quality and appropriateness of course content, availability and affordability of courses	
3 Safeguarding the health of UK Horticulture	In-house pest and disease training	23	23 Content / information sheets collated, agreed and disseminated to horticultural employers
	Collaboration to promote horticultural science in science subjects	24	24 Strategy in place, developed in collaboration with key stakeholders from education sector
	Availability of horticultural science within higher education institutions	25	25 Number of Horticulture courses (BSc and MSc) and PhD opportunities
		26	26 Number of BSc and MSc courses that include a horticultural component
	Educating the public	27	27 Public-information campaign about pests and diseases and bringing home plant material from abroad designed and delivered
	Notifying Government of threats	28	28 Further mechanisms in place within industry to gather and disseminate pest and disease information
	Research funding	29	29 Prioritisation of horticultural research within Research Council and other Government research funding areas to meet needs of UK plc

Engaging a new generation

The Horticulture Matters industry group is committed to increasing awareness of career opportunities in Horticulture for young people through a variety of initiatives and communication channels.

The creation of YoungHort

I am 18, have worked in horticultural retail for around five years, and have had an avid interest and passion in Horticulture from about the age of six. I recently graduated (July 2014) from Sparsholt College, Hampshire and will shortly travel to Hawaii to study tropical plants in their native environment with the National Tropical Botanical Garden.

There was much emphasis during 2013 on the fact that horticulturists were a 'dying breed' and that the skills gap was substantial. This was documented by several organisations including the RHS, so many of the people within the industry began to look at how they could appeal to a younger audience and how they could encourage young people into the industry.

I tweeted (thinking out loud!) that there should be an event where all the young horticulturists in the industry could come together to socialise with each other and network with industry experts. Encouraged by TV presenter Christine Walkden, the YoungHort initiative was formed in December 2013 with a team of 15 young horticultural ambassadors to promote the talent that the Horticulture industry already has,



to promote the talent that the Horticulture industry already has,

and to work with schools and other programmes to encourage a new generation to take up horticultural studies. Through YoungHort, young people can come together and, with the help of the industry, promote Horticulture to young people and work to improve the appeal to school leavers.

In March 2014 we held the first YoungHort conference at RHS Garden Wisley, which was a sell-out event. The initiative has gone from strength to strength and a second conference will take place in September 2014.

As YoungHort continues to grow we will remain dedicated to championing young talent within the industry as well as working with organisations such as Lantra, the RHS, GrowCareers and others to help promote Horticulture as a viable and skilled career to the new generation of school leavers.

The world would be a bleak, uninspiring and unhealthy place to live without the horticultural industry and the skilled people that work within it.

Jack Shilley
Director, YoungHort



Jack Shilley, Director of YoungHort, enthuses potential Horticulture professionals at RHS Chelsea Flower Show 2014.

Looking for careers in Horticulture?

GrowCareers is an initiative to inform people about horticultural careers and the range of fantastic opportunities Horticulture has to offer. It is backed by a schools pack which includes a series of posters and careers information leaflets.

GrowCareers is administered by the Chartered Institute of Horticulture. The website is hosted by *Horticulture Week*: www.growcareers.info



YoungHort meeting to discuss future work in the industry.

Connecting via YouTube.com

Online, the Horticulture industry is active in several ways to connect directly with students and inform them about the many directions a career in Horticulture could take them.

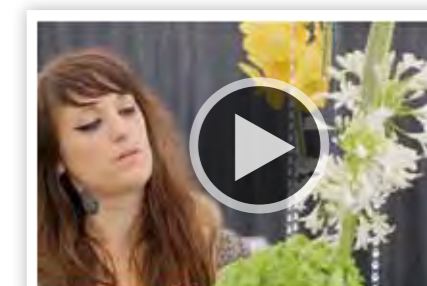
Short films on YouTube (visit www.youtube.com/RoyalHorticulturalSociety to watch the videos) highlight the experiences of 18 people who, like 23-year-old florist Hannah Jones, have chosen Horticulture as a career. Also telling their stories are 19-year-old Leif Bersweden whose interest in botany took him across Britain and Ireland photographing wild orchids, and 26-year-old nurseryman John Foley, whose business employs 36 people.

Video competition

A competition was launched earlier this year (by the RHS, HTA, HDC, Grow, British Growers, FACE, David Domoney and Lantra), asking for film pitches with new and innovative approaches to make horticulture appeal to teenagers.

The winner was young film-maker Dean Moore and with the £10,000 film budget he has made a film this summer challenging stereotypes about horticulture, and asking 11–18-year-olds to think differently, and perhaps consider a career in the industry.

The film will be launched on 24 September 2014 at the YoungHort conference at the Landscape Show, London, as well as being available online, sent to schools and shown at careers events.



I love my job: Hannah Jones age 23, florist.



I love my job: Leif Bersweden age 19, author, orchid hunter and photographer.

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.



Sharing the best in Gardening

www.rhs.org.uk



www.lantra.co.uk



www.the-hta.org.uk



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



www.nfuonline.com



The Historic and Botanic Garden Bursary Scheme
Working to strengthen the UK's horticultural heritage

www.hbgbs.org.uk



www.nationaltrust.org.uk



www.sparsholt.ac.uk



www.gardenorganic.org.uk



www.icould.com



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