



RHS Registered Charity No: 222879/SC038262

# Welcome

Welcome to the RHS Affiliated Societies' membership scheme.

The RHS has been supporting horticultural societies and gardening clubs for over 100 years. Today, there are around 2,500 groups affiliated to the RHS, making it the largest network of gardening clubs in the UK. The scheme represents an enormously diverse mix, including specialist plant and floral societies, allotment groups, community gardening initiatives, and overseas gardening groups, to name just a few.

We have outlined the range of benefits provided by the scheme in the following pages and hope that you will find this a handy and useful guide for future reference.

Should you have any queries about your RHS Affiliated Society membership, please do not hesitate to contact us on the numbers below or by emailing <u>affiliated@rhs.org.uk</u>

Susie – 01483 226554 (Mon-Weds) Janice – 01483 479783 (Thurs-Fri) Pru - 07780 600180 (Tues, Weds, Fri)

We hope that you will enjoy being a part of the scheme.

Best wishes,

Susie, Janice & Pru The RHS Affiliated Societies Team

# Your benefits explained

• One free annual visit for up to 55 members of your society to an RHS Garden of your choice.

Please refer to 'How to book your free annual visit to an RHS Garden' in this information pack for contact details and instructions on how to book.

Unfortunately, it is not possible to book free group visits during the Gardens' flower shows or Glow Winter illuminations. You will have to quote your affiliation number in order to book your visit. Affiliation numbers are not transferable to other groups.

#### • Free Banksian medal and certificate

You can apply for one free, engraved Banksian medal to award to the 'Best in Show' at your annual show each year. Information on awarding The Banksian medal is available in this pack.

#### Recognition Award

Each society/club will be issued a Recognition Award certificate to honour one of your members, or someone in your local community who has gone the extra mile in 2024. Perhaps they were key in keeping your club going, providing much needed transport, or organised extra fundraising, started a local community project, or some other outstanding achievement. This is a lovely way to say their efforts have been noted and really appreciated.

• Free gardening advice from RHS experts relating to your group's work RHS Affiliated Societies can get free horticultural advice from RHS advisors by phone. The contact details for you to contact the RHS team are: **Tel: 01483 479 700** (Mon-Fri 10am-4pm).

Please note that queries must be about issues relating to your society's activities. E.g. you might need advice about vegetable growing on your association's allotment site; help with creating a new community garden; questions about group events, such as flower or produce shows (i.e. clarification of show classes etc.). The team is unable to help with your own personal horticultural queries unless you are an individual member of the RHS.

You must quote your society's affiliation number when contacting the RHS Advisory Service. The advisory team will be unable to help unless they can confirm your affiliated society number. Please note the Members' Advisory Desk at RHS Garden Wisley is not available for Affiliated Societies' use.

#### • Free monthly copy of The Garden magazine

One copy of The Garden is sent to the main contact for your society (according to the RHS database) every month. Please circulate this to other members of your society. Please note: we suggest that the main contact is the Secretary. If the main contact should change, please notify us as soon as possible, so that we can ensure that the next magazine goes to the correct address.

#### • Stationery Toolkit

If you are holding shows/competitions for your society, you can use our stationery toolkit on the RHS website that we hope you will find useful. <u>rhs.org.uk/affsocstoolkit</u>. The following stationery is available free of charge: Winners' Certificates, Award of Merit, Judge's Cards and Entry Cards.

#### • RHS Affiliated Societies Facebook Group

Please do join our closed RHS Affiliated Societies Facebook Group where you can see what other societies have been up to, share ideas and ask questions of other groups.

#### • Speakers and Judges Lists

The RHS produces free lists of speakers and judges. The speakers on these lists are not endorsed by the RHS but there is a feedback form on the website if you need to contact us. The Judges and Speakers lists can be found here: <u>rhs.org.uk/judges-speakers</u> along with details of how to add your own details to the lists, should you wish to do so.

#### Annual Affiliated Societies Forum

Groups are invited to come along to hear from a speaker(s), share ideas and network with other groups. Details of this year's forum will be sent out in March 2024.

#### • Use of the RHS Affiliated Societies logo

If you would like to be able to use the RHS Affiliated Societies logo on your stationery or website whilst your society is Affiliated, terms and conditions do apply. For more information and a copy of the logo please use this link <u>rhs.org.uk/affsocstoolkit</u>

 Competitively priced insurance (Employers' & Public Liability; Sheds, Equipment, Cups & Trophies). Insurance is available directly from our partner Sports Insure. To apply for insurance or to amend your cover please email RHSGroups@sports-insure.co.uk or call 0161 687 2440. Information can also be found on our website at <u>sports-</u> insure.co.uk/client/rhs/societies

#### • 50% off RHS Garden entry cards

Affiliated Societies will be issued with 1 (one) discount card giving 50% off the cost of entry to any RHS garden for up to two members of your group at a time. (Please read T's & C's on reverse of card before use).

#### • E-Newsletters

We send quarterly updates to the main contact email address held on our file – ideally your group's generic email address. This contains updates about the Affiliated Societies scheme plus news and other information. Do look out for it. This is supplemented by other 'housekeeping' emails at various points throughout the year.

#### Reduced Rate RHS Flower Show tickets

Individual or special group Affiliated Society rates are available for RHS shows (excluding RHS Chelsea Flower Show and Malvern Show. Discounts are available for groups of 20 plus. Please call 0800 358 0058 or e-mail groups@theticketfactory.com

Hampton Court Palace Garden Festival

Individual Rate	Thurs-Sun	£35.85	
Group Rate	Thurs-Sun	20 plus £32.85	50 plus £27.85

#### Tatton Park Flower Show

Individual Rate Thurs-Sun Group Rate Thurs-Sun £29.85 20 plus £28.85

50 plus £24.85

Individual tickets can be booked online at <u>www.rhs.org.uk/shows-events</u> or by telephone on 0344 338 8000 using the promo code **Affiliated24.** 

Group tickets can be booked at groups@theticketfactory.com

Offer applies to advance purchase only and must be booked at least 7 days before the show. Advance ticket price includes 85p service charge. £1 booking fee applies.

# Legal advice

Unfortunately, the RHS is not able to provide legal, compliance or financial advice to Affiliated Societies. For example, we can't advise on matters of data protection (GDPR), legal structure, planning law or provide investment advice. We advise Affiliated Societies to obtain suitable independent advice for such matters.

You might find the following resources helpful:

- Information Commissioners Office (for matters relating to data protection): <u>https://ico.org.uk/</u>
- Charity Commission (for advice and guidance for those registered as, or thinking of registering as, a charity): <u>https://www.gov.uk/government/organisations/charitycommission</u>
- The Law Society's list of Solicitors: <u>http://solicitors.lawsociety.org.uk/</u>
- The Financial Conduct Authority's advice on finding a Financial Advisor: <u>https://www.fca.org.uk/consumers/finding-adviser</u>

# **Insurance cover**

Insurance is available directly from our partner, Sports Insure. Please email RHSGroups@sports-insure.co.uk or call 0161 687 2440 to arrange cover.

Information can also be found on our website at: sports-insure.co.uk/client/rhs/societies

Any queries about what is covered by the policy or any claims should be directed to Sports Insure on the above number.

# How to book your free annual visit to an RHS Garden

Once a year every RHS Affiliated Society is entitled to book one free visit to one RHS Garden for up to 55 members. This is the number that fits on a standard coach. Visits are not available during garden flower shows or winter Glow illuminations.

- RHS Garden Bridgewater, Greater Manchester
- RHS Harlow Carr, Yorkshire
- RHS Hyde Hall, Essex
- RHS Rosemoor, Devon
- RHS Wisley, Surrey

For bookings to RHS Bridgewater call **0161 503 6100** (then option 1) for all other gardens please call **0207 821 3170** and make your selection. Have your society details ready and the date you wish to visit. Please make sure you book at least four weeks in advance.

Please note you cannot book using any other phone number.

You may also book by email:

- Bridgewater groupsbridgewater@rhs.org.uk
- Harlow Carr groupsharlowcarr@rhs.org.uk
- Hyde Hall groupshydehall@rhs.org.uk
- Rosemoor groupsrosemoor@rhs.org.uk
- Wisley groupswisley@rhs.org.uk

# The RHS Banksian medal

In 1820 the **Banksian Medal** was instituted in honour of Sir Joseph Banks, one of the founders of the RHS. It was initially awarded to exhibitors of objects bought to general meetings but, by the late nineteenth century, was given to societies for distribution at their local exhibitions.

Today, Affiliated Societies who hold an annual show can apply for a replica of the original Banksian medal. This should be awarded to the person who picks up the most points in a show's horticultural classes – fruit, flowers and vegetables.

#### Rules for the award of a Banksian Medal

Any RHS Affiliated Society may apply to The RHS for one Banksian medal annually for award in connection with their show(s). The RHS Banksian medal should generally be the premier award of the show. It should always be in addition to prizes won and not a prize in itself.

The Banksian medal should be awarded to the winner of the largest number of points in the horticultural or floral arrangements classes at the show.

When a society has awarded a Banksian medal in each or one of the last two years, the schedule must state that "any competitor who has won the Banksian medal in the last two years is not eligible to win this medal". Those sharing in the cultivation of (and exhibiting from) the same garden or allotment are considered to be a single exhibitor. If one is awarded the medal, then none of them is eligible for the next two years.

For those societies which include open classes in show schedules, the competition for the Banksian medal should be open, i.e. it should not be confined to the members of the Affiliated Society. However, if some classes are confined to members, as is usually the case, members will naturally have the best chance of winning the medal. Should two competitors obtain equal scores then the award should go to the one who has taken the greatest number of first prizes. The best way to apply for your engraved Banksian medal is via your annual membership renewal form. Alternatively, you can email <u>affiliated@rhs.org.uk</u>

# **Affiliated Societies Logo**

Available to all societies for use on stationery etc. Please email <u>affiliated@rhs.org.uk</u> for guidelines and copies of the logo.



#### **Terms and Conditions of Use**

The RHS owns all right, title and interest in and to, and hereby grants to those Affiliated Societies who duly apply a non-exclusive, royalty-free licence (without the right to sublicense) to use the RHS Affiliated Society Logo (set out below, the "Logo") in connection with the activities of the Affiliated Society in the United Kingdom for so long as the Affiliated Society is a Member of the RHS Affiliated Societies Scheme. Affiliated Societies using the Logo do not acquire any right, title or interest in or to the Logo or any other intellectual property of the RHS as a result of its use.

The Affiliated Society shall ensure that any activities in connection with which the Logo is used comply with all applicable laws, applicable codes of practice and generally accepted industry standards and practices in any country where the Logo is used;

The RHS or any authorised agent or representative of the RHS may review the activities of the Affiliated Society and the use of the Logo on any materials. If, in RHS's reasonable opinion, any use of the Logo or any activities carried out by the Affiliated Society do not comply with the terms of this license, the RHS shall be entitled to require that the Affiliated Society immediately cease use of the Logo.

## **Affiliated Societies Facebook Group**

We have a new closed Facebook group for Affiliated Societies to join and share news, ideas and ask questions of other groups. It is growing in number and the more societies who get involved, the more useful a resource it will be.

To join the group, just search **RHS Affiliated Societies** under groups in Facebook or follow this <u>link</u>. You can join either in a personal capacity or as your group's page if you have one. You will need to answer a few basic membership questions (have your AS membership number handy) to gain access. We actively want to hear your news and what activities you have been up to so do start posting and please do respond to other societies' questions if you can help with their queries!



RHS Affiliated Societies

# RHS Affiliated Societies Information Pack Publicity & Promotion

While word of mouth is often the best way of promoting your society, there are many other ways you can gain that crucial publicity to raise awareness of what your groups does and attract more keen gardeners to join your group.

#### Website

Having a website helps to give a window on what your society does and helps local people to find out about you. It also helps your group to be found if a potential member if searching for a local gardening club via a search engine like Google. Our advice is to keep it simple, include some basic About information about your society, details of your regular events, some images and contact details. You can make a website easily using a package like Squaresspace, Wix or WordPress. It helps to update your website fairly regularly to keep your web presence active.

#### Local Magazines, Newspapers and Online news sites

This is a great way to encourage local people to hear more about your society. If you receive a free magazine(s) or newspaper through your letterbox, find out who the editor is (listed at the front of the magazine with contact details) and then email them through a short paragraph about your society or an event you have coming up. Remember local community magazines will work about 6 weeks ahead so if you have an event in September, contact them about in July. For newspapers, it's best to contact them a week to10 days prior to an activity. For information about an event that has taken place, send information through to local media as quickly as possible after it happens.

Remember to include information around (Who, What, Where, When, Why) e.g. when you were formed, how many members you have, where and when you meet, what your focus is for the year ahead and any events coming up e.g. a new members' day, bulb-planting afternoon, community flowerbed planting, volunteer days etc. It helps to send in a good photograph too (make sure you have any necessary permissions if people are featured).

In addition, if you have any 'news' throughout the year send it through to the magazine. *E.g.* Send a photograph and details of the person who has won your RHS Recognition Award or Banksian medal, send images and short write up about an activity or talk that has happened of your annual show. Everything you share will help to raise your profile locally.

You may also have local events/online listings sites where you can add details of any events your society has coming up such as talks or annual shows.

#### TV and Radio

If you are aware of local radio or TV stations, especially local BBC channels, it's worth contacting them about your events or you have an idea for a feature on a particular topic – especially if there is a good human interest angle or you have an engaging spokesperson. Find the best contact details on the outlet's website or fill in one of their website contact forms.

#### **Introduction to Social Media**

Don't be afraid of social media! It's a great way of connecting with people in your local area to tell them what your society has been doing and also to encourage new members and visitors to come along to your meetings and events to see what you get up to. It's also free!

The main social media platforms are Facebook, Instagram, YouTube, X formerly Twitter and TikTok. To keep things simple, it is probably best to pick one, or two, of these to help raise your profile. We would suggest having a Facebook account from which you can have a linked Instagram account. This way you can post to both social media platforms at the same time (as they are both owned by Meta). Through Facebook you can share your activities with local community groups whilst Instagram is very visual so a great place to share beautiful photographs of your fruit, flowers and vegetables – plus members in action! Even if you can't post regularly, Facebook is useful for sharing events and activities with local community Facebook sites.

#### How to start - Facebook

Log on to Facebook and choose a name for your Facebook page. You can usually link this to your gardening society's name. Facebook will guide you through the process – it's very easy to follow. Add a cover image and a few words about your society in the About section. Then, it's just case of uploading images and posts every so often. (We recommend at least a couple of times a week).

#### How to start – Instagram

Log onto Instagram. You can only do this via a mobile phone and downloading the Instagram app if you want to post content. Choose a name, upload an image and a very short biography about your society. You can link the biog to your website page if you would like to. If you have a Facebook site too, Meta will give you the option to link your two accounts. This is useful if you want to share content to both platforms at the same time. Please note you can't access Instagram to post from a desktop computer.

#### What to Post and Share

Think about your local community when you post. What would they like to hear about? We recommend starting with the following types of posts - remember to use good photographs and short videos (max 30 seconds - 1 min long), keeping posts short and simple.

- Introduce your Society
- Share a photo/short video of some of your members (with their permission)
- Take a photograph of what you are growing
- Take images of stunning flower or vegetable displays, with captions
- Give details of forthcoming events

#### Remember To ...

- Always answer people's questions.
- Follow some other relevant organisations garden centres in your town, community village pages, local 'celebrities', people who follow you
- Share other people's or organisation's posts if you can and they are relevant *e.g. events at a local garden centre, national gardening days.*
- Comment kindly and like other people's posts.
- Don't get into heated debates or arguments.
- Share human interest stories. People love reading about people!
- Give tips about what works well for your organisation.
- A photo speaks a thousand words and is easily captured with a good smartphone!
- Always get the permission of any members or volunteers you feature on social media before sharing with your network.

#### **Other Publicity Ideas**

- **Posters:** Put up posters around the community to let people know about your organisation/event try your local shops, coffee shops, garden centres, leisure and community centres, village hall notice boards or libraries.
- **Take a Stand:** Try taking a stand at events such as a local show or exhibition. They're often great opportunities to talk directly to potential new supporters about the work that you do.
- **Schools:** Contact local schools to investigate joint working opportunities and educational activities you can support (also see RHS Campaign for School Gardening: <u>www.rhs.org.uk/get-involved/schools</u>).
- **RHS Community Map:** Unless you let us know specifically not to include your society on the Community Map, we will upload, in March each year, the postcode we hold for your group. From mid-April onwards you can find clubs local to you on our map if you wish to contact them. Please be assured that the RHS does not pass on details to any commercial or third party organisations.

https://www.rhs.org.uk/get-involved/community-gardening/find-a-group

#### **Ideas for Events & Activities**

This is a list of activities and events which have been run by our Affiliated Societies in the past. If you're planning any unusual events do let us know as they may inspire other groups in the future.

- Photography competitions.
- Annual Show
- Grow your Own competitions. Have a look at RHS advice on <u>www.rhs.org.uk/vegetables</u>
- Allotment/Society open day serving afternoon tea often helps!
- Stall at a farmer's market/market in your local village/town
- Fork to plate day (where you cook food grown in your allotment/society)
- Greening up your local town's flowerbeds or unloved areas.
- Workshops in schools or talks to groups like Scouts/Brownies
- Miniature gardens competitions
- Recycling day to raise money.
- Wildlife, seed planting or growing demonstrations where people can learn and have something to take home.

# RHS Affiliated Societies Information Pack Holding a Show

For all our societies that wish to hold a show please find details of The RHS Horticultural Show Handbook, available to purchase via this link:

https://www.summerfieldbooks.com/product/the-horticultural-show-handbook-the-officialrhs-guide-to-organising-judging-and-competing-in-a-show/

It provides guidance on staging shows. The Handbook goes into depth, including detailed marking guides for all major horticultural classes, so it is recommended that show secretaries purchase a copy, also that they attend a local show to see how it is done and speak with the organiser to gain invaluable first-hand advice.

For any informal advice on holding a show please also feel free to contact the Affiliated Team. <u>affiliated@rhs.org.uk</u>

# **Judges and Speakers**

#### **Speakers List**

In 1916 the RHS set up a panel of 2,000 speakers "in order to stimulate the increased production of vegetable food rendered necessary by the War". Thankfully, circumstances today are rather different, but among the thousands of horticultural societies and gardening clubs around the country there is still great demand for knowledgeable, interesting and entertaining speakers. We are always looking for new speakers to join our lists. It costs nothing to add your details to the lists, so please consider putting yourself forward or suggesting it to someone you'd recommend, and of course please do make use of the lists if you're looking for a speaker for your club.

rhs.org.uk/judges-speakers

#### Judges List

Every year horticultural societies and gardening clubs throughout the UK hold thousands of shows, giving gardeners the opportunity to demonstrate their expertise and have their horticultural achievements recognised. The passion for growing and showing is still strong, and so, therefore, is the demand for astute, knowledgeable and experienced judges. It costs nothing to add your details, so if you are qualified, please consider putting yourself forward or suggesting it to someone you'd recommend as a judge. If you would like to qualify as a judge, please contact your local horticultural federation.

rhs.org.uk/judges-speakers

# **Accessing RHS Grants**

There are a number of bodies which offer grants which may be useful to your society, particularly if you are planning a community gardening project.

The RHS awards grants every year and you can find out more here.

There are also community grants which you may also be able to access. These are detailed <u>here</u>.

# **RHS Peat Free Hub**

The RHS has recently launched a new peat-free hub for gardeners and growers. This is being added to over time with new information, events and advice so is worth checking out. You can log in here: <u>www.rhs.org.uk/peat</u>

## **History of the Affiliated Societies**

The idea of Affiliated Societies goes back at least to 1858, when Sir Charles Wentworth Dilke put forward a plan for a "Union" between the Horticultural Society of London (now the RHS) and the various provincial gardening societies. By 1865 a few societies applied to join and over the next twelve years 52 societies became members. During wartime Britain, more groups joined as communities rallied round to help with wartime food production and throughout the twentieth century the network flourished continuing to be popular today in communities across the UK and Overseas.

# **RHS Partner Gardens**

220 independently-owned gardens are part of the RHS Partner Gardens scheme. Whether formal landscapes, late-season borders, lush woodlands, or architectural planting, all participating gardens have been identified as offering inspiration to keen gardeners through high standards of design and planting. Many are well known; some less so. The result is a stimulating and diverse mix of styles and sizes, from the formal and grand, to the informal and domestic.

These gardens offer free access to individual RHS members either throughout their open periods or during selected times of the year. **Affiliated Societies do not receive free entry**, but the majority of gardens will offer a reduced rate for groups and will welcome any society wishing to make a group visit.

Please note: RHS Individual members will not be granted free access if visiting as part of a group. Please contact the gardens directly to clarify entry conditions for your group prior to your visit.

You can search through the Partner Gardens online at: www.rhs.org.uk/PartnerGardens

## **RHS membership for your members**

Some members within your group may want to further support the RHS by becoming a member.

Nothing soothes the soul like a stroll around a garden. As an RHS member, you'll have access to our five RHS Gardens and 220 Partner Gardens. Find inspiration at every turn, gather tips to take home or simply connect with nature and revel in the beauty of stunning landscapes and planting. Make the most of the great outdoors. Join the RHS today and look forward to:

- Unlimited free days out at our five RHS Gardens and 220 Partner Gardens
- Exclusive member day access and reduced rate tickets to RHS Flower Shows including the world-famous RHS Chelsea Flower Show
- Inspirational advice and news from The Garden (available as an app or magazine)
- Unlimited, personalised RHS gardening advice
- A year packed full of events at our RHS Gardens, from plant fairs and gardening workshops, to family-friendly activities. All free or reduced rate for members

As an RHS member, you'll also be helping to grow a greener, healthier, happier country. Our work includes educating the next generation of horticulturists, finding solutions to environmental issues and inspiring everyone to grow.

Join today and get 25% off when you pay by Direct Debit. \*Introductory offer by annual Direct Debit. Terms and conditions apply.

Visit <a href="mailto:rhs.org.uk/join">rhs.org.uk/join</a>

# **Useful Contacts/Resources**

For general scheme enquiries including membership applications and Banksian medals

Tel: 01483 226554 or 01483 479783

Email: affiliated@rhs.org.uk; Web: rhs.org.uk/affiliatedsocieties

#### For group visits to RHS Gardens

Group visits should be arranged in advance. For Bridgewater contact 0161 503 6086, for all other gardens contact 0207 821 3170 or groups@rhs.org.uk. You will have to quote your affiliation number in order to book your visit.

- Bridgewater <u>groupsbridgewater@rhs.org.uk</u>
- Harlow Carr <u>groupsharlowcrr@rhs.org.uk</u>
- Hyde Hall groupshydehall@rhs.org.uk
- Rosemoor groupsrosemoor@rhs.org.uk
- Wisley groupswisley@rhs.org.uk

#### For other enquiries about RHS Gardens

- Bridgewater: Tel: 0161 503 6110, Email: bridgewater@rhs.org.uk
- Harlow Carr: Tel: 01423 565 418, Email: harlowcarr@rhs.org.uk
- Hyde Hall: Tel: 01245 400 256, Email: hydehall@rhs.org.uk
- Rosemoor: Tel: 01805 626 810, Email: rosemooradmin@rhs.org.uk
- Wisley: Tel: 01483 224 234, Email: wisley@rhs.org.uk

#### Insurance

Advice on insurance cover, questions about the extent of cover and claims contact Sports Insure - Tel: 0161 687 2440 <a href="mailto:rhsgroups@sports-insure.co.uk">rhsgroups@sports-insure.co.uk</a>

#### **Gardening advice**

RHS Affiliated Societies can get free horticultural advice from RHS advisors by phone. The contact details for you to contact the RHS team are: **Tel: 01483 479 700** (Mon-Fri 10am-4pm).

#### **Speakers and Judges Registers**

To search for a speaker or judge, or to add yourself to a list, please visit <u>rhs.org.uk/judges-speakers</u>

#### The Horticultural Show Handbook

This is now sold online at Summerfields Books.

https://www.summerfieldbooks.com/product/the-horticultural-show-handbook-the-officialrhs-guide-to-organising-judging-and-competing-in-a-show/