

RHS Affiliated Societies

Information Pack 2022



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 nearly 2,700 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 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 affiliated@rhs.org.uk

Susie – 0207 821 3069 (Mon-Weds)
Janice – 01483 479783 (Thurs-Fri)
Gemma – 07590 929899 (Weds-Thurs)

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

Best wishes,

Susie, Janice & Gemma

The Affiliated Societies Team

Your benefits explained

- **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.
- **One free annual visit for up to 55 members of your society to an RHS Garden of your choice.**
Group visits should be arranged in advance by calling **0207 821 3170 (Wisley, Harlow Carr, Hyde Hall or Rosemoor)** or **0161 503 6086 (Bridgewater)**. Unfortunately, it is not possible to book free group visits during the flower shows or during 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. Please refer to 'Banksian medals' for information about how to award the medal.
- **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. On joining the scheme your society will be asked to nominate a Science & Advice Liaison Contact (SALC), who will be the one member of your club/ society who co-ordinates your group's requests for advice from the RHS advisory team.

Please note that queries must be about issues relating to your society's activities. For example, 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.

SALCs must quote their 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 and that they are the SALC for the society.

The contact details for your SALC to use to contact the RHS team is:
Tel: 01483 479700 (Mon-Fri 10am-4pm)

Further advice can also be found at www.rhs.org.uk/advice
Please note the **Members'** Advisory Desk at RHS Garden Wisley is not available for affiliated societies' use.

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▪ **Free 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: rhs.org.uk/judges-speakers along with details of how to add your own details to the lists, should you wish to do so.

▪ **Use of the RHS Affiliated Societies logo**

If you would like to be able to use the RHS Affiliated Societies logo on the stationery or the website of your society for the period that it is affiliated with the RHS (and so part of this scheme), the terms and conditions will apply.

For more information please email affiliated@rhs.org.uk

- ## ▪ **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 www.sports-insure.co.uk/client/rhs/societies

▪ **Exclusive Affiliated Societies medal and show stationery**

Medal and show stationery, including certificates, prize labels, judge's cards and the RHS Horticultural Show Handbook can be obtained from the RHS Mail Order Department. Stationery can be ordered at any time by contacting Tel: 01483 211320; Email: mailorder@rhs.org.uk

▪ **RHS Garden Reduced Price Entry Cards**

Affiliated Societies are entitled to purchase up to three cards at £10 each. They can be used an unlimited number of times throughout the year allowing up to two people a 30% reduction on the normal adult entry rate to any of the RHS Gardens. The cards can be purchased at any time and are valid for the duration of the affiliation year, there are no pro-rata rates. To purchase up to three cards for your society, please email affiliated@rhs.org.uk.

▪ **Reduced Rate RHS Flower Show tickets**

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

Exclusive Offer at Tatton Park Flower Show – a rare opportunity to see the show after hours. Available on Thursday 21 July 2-7.30pm entry, groups of 20+ £25pp. Please contact groups@theticketfactory.com for booking or further information.

Hampton Court Palace Garden Festival

Individual Rate	Wed-Sat	£33
Group Rate	Wed-Sat	20 plus £30 50 plus £25

Tatton Park Flower Show

Individual Rate	Thurs-Sun	£27
Group Rate	Thurs-Sun	20 plus £26 50 plus £22

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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 also find the following resources helpful:

Information Commissioners Office (for matters relating to data protection):

<https://ico.org.uk/>

Charity Commission (for advice and guidance for those registered as, or thinking of registering as, a charity): <https://www.gov.uk/government/organisations/charity-commission>

The Law Society's list of Solicitors: <http://solicitors.lawsociety.org.uk/>

The Financial Conduct Authority's advice on finding a Financial Advisor:
<https://www.fca.org.uk/consumers/finding-adviser>

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 Bridgewater call **0161 503 6086**, 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.

Insurance cover

Please note insurance will now be available directly from our partner Sports Insure.

To apply for insurance you will need a current affiliation so once you have this confirmed, please email **RHSGroups@sports-insure.co.uk** or call **0161 687 2440** to arrange cover. Information can also be found on our website at www.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.

Banksian medal - rules of award

Please make sure you familiarise yourself with the rules for award of the Banksian medal.

Please note: Each Affiliated Society is allowed one Banksian medal each year.

GRANT OF A BANKSIAN MEDAL

1. Any RHS Affiliated Society may apply to The RHS for a Banksian medal for award in connection with their show(s).
2. 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.
3. 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.
4. 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.
5. 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.
6. 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 affiliated@rhs.org.uk

Affiliated Societies Logo

Available to all societies for use on stationery etc. Please email affiliated@rhs.org.uk 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 sub-license) 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.

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 and attract more keen gardeners.

Digital and Social media

Social media

Social media is full of opportunities to raise awareness of your society. The main channels used by the RHS are Facebook, Twitter, Pinterest and Instagram.

Why should you use social media?

You can use social media to let people know what you are up to, answer questions, and raise awareness of the work that you do. Once you are on social media, people interested in your group will 'follow' you to keep up to date and will pass your messages on to others who might be interested.

Establishing your channels

It's important to look at where your audience currently is before setting up a new channel, and ensure that you have the resource to run it effectively. This means that someone should have designated ownership of the channel and be responsible for responding to questions or interactions that are received, so that you are actively communicating with your followers. Running one channel well is better than running 5 channels poorly.

Once you have established your channel(s), make sure that it looks professional and consistent. Ensure that you have set a profile photo (and a heading or cover photo for Facebook and Twitter), and completed the biography section to tell people a little bit about your society.

Posting content

Social media is very immediate. Once you start using Facebook or Twitter it's good to use it regularly. For example, be prepared to post Facebook messages about 3-5 times a week and use lots of pictures. On Twitter, the messages have to be short (280 characters) and can be less frequent; use images, videos and links for maximum impact. Pinterest and Instagram are led by images and so are ideal for sharing news about the winners at your show for example.

Publicity & promotion

- Try taking a stand at events such as a local show. They're often great opportunities to talk directly to potential new supporters about the work that you do.
- Put up posters around the community to let people know about your event - try your local shops, cafes, leisure and community centres, village hall notice boards, libraries or places of worship or work.
- Organise a special meeting or event and invite members to bring along a guest to introduce them to your society. You could invite a speaker, or host an introductory social evening.
- If you are running an event, or you have an interesting story to tell about your group or any of your members, write a press release and send this to your local media (please see the advice which follows for tips on how to do this).
- Hire a professional photographer or get a keen amateur to take photos at your events. You can use these photos in future promotions. Remember to get a permission form signed.
- Join your local horticultural federation and publicise your society's activities through its network of local gardening clubs. www.rhs.org.uk/federations-and-guilds
- Contact local schools to investigate joint working opportunities and educational activities you can support (also see RHS Campaign for School Gardening: www.rhs.org.uk/schoolgardening). Schools often need help with their gardening activities.
- If you wish to share your details with other Affiliated Societies and people interested in joining your society please email affiliated@rhs.org.uk with the **exact postcode** where you meet (allotment site, church hall etc). We can then make sure your group is included on the **RHS Communities Map**: www.rhs.org.uk/getinvolved and pass on your details to anyone wishing to know more about their local society. Please be assured that the RHS does not pass on details to any commercial or third party organisations.

Press and PR

The more frequent and interesting the media coverage about your activities, the more people will be encouraged to find out more and possibly become members of your society. There is no such thing as too much press coverage, so make sure you keep your local media in touch with what you are up to.

Top tips for a good story

To gain coverage in the media you need a newsworthy story. A story can come from many angles and you need to think creatively!

Consider the following:

- What is going to be achieved by your event? For example, will you be carrying out community-wide bulb planting, with the participation of the whole village?
- Are you doing something interesting in relation to a well-known feature of local heritage? For example, clearing a local waterway, renovating a church garden etc.
- Will there be any local celebrities or VIPs be attending your event/show? If not, could you invite someone?

These are all things that will interest your local media. Think beyond the physical side of your entry too, the press are often interested in the 'human' angle. Is there a society member with an interesting story to tell?

Getting started

First of all, we suggest you write a press release. A press release allows journalists to quickly understand your story. Have a look at the sample press release at the end of this chapter, which can be copied and modified for your own use.

Writing a press release

- Be accurate and informative – get someone else to proof read it for typos before you send it!
- Don't waffle; the ideal press release is one side of A4
- Always write "Press Release" across the top of the page and include the date together with any logo or crest. If you'd like to use the Affiliated Societies logo, please email affiliated@rhs.org.uk
- Include the date to be released (for example "For Immediate Release", or "Embargoed until 30 August 2022")
- A punchy, eye-catching title will capture attention
- Key information should come first. What is happening? Why? Where? When? Who is involved?
- Your story should be in the first paragraph. Many press releases don't get read below the opening paragraph!

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- Include a quote or testimonial from yourself, a sponsor, a local dignitary, a volunteer or a celebrity, etc.
- Make sure contact details are included in the “Notes to Editors” at the end of the release. This person must be knowledgeable about the event/ story and readily available to the media in case they wish to follow-up
- If you can supply an image to illustrate your story, mention that in the “Notes to Editors”. Often a good picture will get a story featured

Contacting the media

Local newspapers are always looking for local news, and stories with human-interest and community benefit are always favourites. A press release should usually be sent about a week in advance of an event (however if your local paper is only printed weekly, you should send your release to them two or three weeks in advance).

We recommend inviting a journalist/photographer to attend your event. If they can't make it, they might ask you to take a picture of your day and send it to them instead. If you are planning an activity at a certain time, or have a local celebrity attending, make sure you clearly state the time in your press release. Confirm before the event whether any journalists or photographers will be attending so that you can look out for them and make sure you provide a mobile phone number, so they can get in touch with you.

When contacting your local newspaper or magazine, look at the section you're aiming your story at (news, features and listings), note the names of the journalists who are writing stories on similar subjects and send your press release directly to them. Follow this up with a phone call a few days later to discuss story ideas.

Don't forget to consider other press in addition to your local paper, for example: horticultural press, local free magazines or programmes, tourism magazines etc. NB Monthly magazines need information at least 3 months in advance.

TV and Radio

It is worth listening to your local radio stations and identifying the programmes that would be good to target. Local gardening and news programmes may be looking for inspiration with a local twist!

When contacting your local TV or radio station we would suggest you call the news desk for the programme you want to target (e.g. Drive Time or BBC Look North) and ask for the forward planning person who will be looking after the news on the day of your event.

If you are running an activity and you have a knowledgeable spokesperson available, your local radio station might be interested in doing an interview before the event, which will help to build up interest locally. Contact the station to explain what you'll be doing and outline your area of expertise. Whether it's growing prize veg or making your own compost, if it's of interest to the listeners at home, it's likely the station will want to hear from you.

Events & activities

It is all very well getting publicity, but the type of events and activities you publicise should appeal to a variety of people if you are to attract new members.

- Try to involve more children and get them inspired. Where the children go, the parents will follow. Hold competitions for children, for example: Create your own miniature garden; the strangest looking vegetable; home-grown cookery competitions; plant identification quizzes.
- Hold an open gardens day in your local community or open-to-all events such as community barbecues, afternoon teas etc.
- Try hosting educational events such as window box, herb garden or planting demonstrations where people can learn and have something to take home.
- Ensure your annual show is open to the public.
- Hold Grow Your Own competitions – have a look at RHS advice on www.rhs.org.uk/vegetables
- Invite a well-known speaker to your AGM.
- Remember to take advantage of your free annual group trip (for up to 55 people) to one of the four RHS gardens. You can also book group trips to any of the RHS Partner Gardens, most of which offer group entry rates. Find a Partner garden near you by visiting rhs.org.uk/gardens/partner-gardens.
- Attend federation-organised trips and activities to meet other like-minded people and make valuable gardening contacts within your local area.

There are many ways in which you can entice new gardeners to get involved with your society. Being part of a local network of gardening clubs is a fantastic way to start and can offer you great advantages in terms of idea sharing and getting that crucial support and advice that you need, when you need it.

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Example press release

PRESS RELEASE

[Affiliated Society Logo]

[insert date]

Garden Club To Help Grow Community Greenhouse

Longwickden Gardening Society open day Sat 20th June Year

A new community greenhouse to be used by its members and St. Joseph's Scout Pack, is the fund raising objective for The Longwickden Gardening Society open day on Saturday 20th June .

There will be an opportunity to **Win a Set of Gardening Tools** in the 'Guess the height of the sunflower' competition and flowers, vegetables and early summer fruits grown by the society's members will be on show, along with information and advice on growing plants, home-made produce to buy. So whether you're an absolute beginner or a seasoned gardener, you'll be able to take home valuable advice to improve your own garden.

'We also hope to attract new members to join the The Longwickden Gardening Society', said Chairman John Smith. With the current trend for growing your own and concerns about food production methods, a lot of people are keen to find out how to grow produce for themselves.'

Refreshments will include tea, homemade cakes and allotment-grown strawberries – all proceeds will go towards the new greenhouse.

Add contact details

Holding a show

The following is taken from *The Horticultural Show Handbook*, updated in 2016 by the RHS, to provide an indication of the guidance available to those new to staging shows. The *Handbook* goes into far greater depth, including detailed marking guides for all major horticultural classes, so it is recommended that show secretaries purchase a copy, through the RHS mail order department (Tel: 01483 211320 (10am to 4pm Mon-Fri) email: mailorder@rhs.org.uk), but also that they attend a local show to see how it is done and speak with the organiser to gain invaluable first-hand advice.

Show secretaries

The show secretary is responsible for the general organisation of the show. Responsibilities would typically include the following points.

- Book the venue
- Make a table layout plan including tables to be used as show benches
- Appoint judges
- Arrange publicity.
- Arrange for a nominated person to receive entries and entry fees
- Appoint stewards and ensure they are familiar with their duties
- Be familiar with the show's rules and take responsibility for their implementation
- Mark out show benches, identifying location of each class
- Provide exhibitors with an entry card for each entry
- Provide vases, plates, etc. if available
- Make available a set of scales for the use of exhibitors, stewards and judges, during staging and judging
- Ensure that the hall is open and ready for staging at the stated time and that it remains open until the completion time
- In case of queries, interpret the wording of the schedule and inform judges of any relevant decisions before they begin judging.
- Immediately before judging starts, draw together judges and stewards and explain layout, duties and sections (e.g. Vegetables, Fruit or Flowers)
- Deal with protests promptly, consistently and fairly
- Ensure prize money is paid promptly after the show, and that trophies and special prizes reach their respective winners as quickly as possible

Timing Fix a date well in advance and book judges early. Consider potential clashes with local events and, when writing the schedule, also consider which flowers, fruit and vegetables will be in season and available.

Venue A venue should have plenty of light, be large enough to accommodate the expected number of exhibits, and have running water. Provision should be made for tabling, vases, plates etc.

Awards RHS Affiliated Societies can apply for the award of a free Banksian medal and can purchase additional medals and certificates from RHS mail order. Other national specialist societies offer medals in their own specialist sections of shows.

RHS Partner Gardens

Over 200 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

RHS membership

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

Become a member and grow with the RHS

Enjoy the freedom of **free unlimited access to RHS Gardens**, where you can take a family guest or 2 children for free each time you visit, and **free entry to more than 200 beautiful RHS Partner Gardens** across the UK and overseas.

Lose yourself in a world of horticulture with ***The Garden*** magazine delivered every month, worth £59. It's jam-packed with practical gardening advice, inspiration and special member offers. In addition, the RHS **advice service** will help you improve your skills and transform your own garden and allotment.

And be inspired with exclusive access to RHS Flower Shows, **attend quieter Members' Days** or enjoy **savings on public days** including RHS Chelsea Flower Show. Discover striking displays, breath-taking Show Gardens and the season's must-have plants to inspire your own plot.

As a member you'll also be supporting the charitable work of the RHS to enrich everyone's life through plants, and make the UK a greener and more beautiful place.

Join today for £51.75

visit rhs.org.uk/join

*Introductory offer by annual Direct Debit. Terms and conditions apply.

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

Useful Contacts/Resources

For general scheme enquiries

including membership applications and Banksian medals

Tel: 0207 821 3069 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.

For other enquiries about RHS Gardens

Wisley

Tel: 01483 224 234, Email: wisley@rhs.org.uk

Hyde Hall

Tel: 01245 400 256, Email: hydehall@rhs.org.uk

Harlow Carr

Tel: 01423 565 418, Email: harlowcarr@rhs.org.uk

Rosemoor

Tel: 01805 626 810, Email: rosemooradmin@rhs.org.uk

Bridgewater

Tel: 0161 503 6110, Email: bridgewater@rhs.org.uk

Insurance

Advice on insurance cover, questions about the extent of cover and claims contact Sports Insure

Tel: 0161 687 2440 rhsgroups@sports-insure.co.uk

Gardening advice

The registered Science & Advice Liaison Contact (SALC) from each Affiliated Society can contact the RHS Advice Service for expert advice and guidance on behalf of the group. The SALC will need to quote your affiliation number.

Tel: 01483 479 700 Email: gardeningadvice@rhs.org.uk

To register your society's SALC if you haven't already done so:

Email: affiliated@rhs.org.uk

Speakers and Judges Registers

To search for a speaker or judge, or to add yourself to a list, please visit

rhs.org.uk/judges-speakers

For medal and show stationery, RHS Horticultural Show Handbook etc.

Tel: 01483 211320; Email: mailorder@rhs.org.uk