

Course fact sheet

032 – Maintenance - a good business opportunity or a pain in the neck?

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| Date | 3 rd /4 th March 2011 2 days from 9.30am to 4.00pm |
| Cost | £295 including refreshments and lunch. |
| Location | Regents College, Regents Park, Central London For directions and transport links please visit our website |
| Tutor | Gill Chamberlain with Jo Thompson and one other to be confirmed |

Course content

Following on from our hugely successful maintenance days in 2009 we are delighted to offer this long awaited course which aims to marry the practical side of maintenance with the value that it can bring to your business. The two day programme is spent in the company of Gill Chamberlain who's leading garden maintenance business Garden Rescue is responsible for a wide range of garden projects including design.

Each session will be illustrated by real examples and aims to give you a significant resource of knowledge, information and ideas to take away. You will go away at the end of the two days clear in your mind as to the scope of maintenance and how it can become a valuable part of your business and you will be equipped with the information that you need to tailor it to compliment your particular situation and know how to make it financially viable.

Day 1, Thursday 3rd March 2011 9.30am – 4.00pm

Day One will explore the development of maintenance into your design schemes looking at what you need to take into account from ground preparation through to working with clients' gardeners. We'll look at what is involved from routine tasks to seasonal opportunities and how to tailor a maintenance plan with support of others for example for lawn cutting.

We'll finish this first day with an inspirational talk from Chris Marchant of Orchard Dene Nurseries who will take a look at how natural landscapes can inform successful plant selection and association, recent plant introductions, the impact of AGM and PBR for plant varieties and how to lay a framework of plants for enduring effect. Chris will also explore using the right plants in the right place, how they impact on maintenance as well as what to look for when buying quality.

Day 2, Friday 4th March 2011 9.30am – 4.00pm

Day Two will focus on making maintenance pay. We know that gardens need skilled maintenance and development; we've decided that it is a good idea and that people are prepared to pay for it but how do we make it into a viable part of our business? How do you 'sell' the idea of professional maintenance to your clients and how do you charge appropriately?

On day two we'll be joined by award winning designer Jo Thompson who will talk to us about why maintenance is important to her in her business. And we'll finish by looking at how we create design opportunities using maintenance as the starting point.

About the tutors

Gill Chamberlain

In 1997, Gill Chamberlain trained at Writtle Agricultural College and then spent two years as a student gardener at Cambridge University Botanic Gardens. Whilst still at Cambridge she started Garden Rescue with the initial aim of providing a roving head gardener role. Over the last 10 years the business has grown and has become established in looking after large country gardens. Her role encompasses almost everything from design, development, renovation and the management of existing garden staff. She also lectures about her experiences.

Chris Marchant

Chris is a partner in Orchard Dene Nurseries: A specialist wholesale herbaceous nursery supplying an extensive range of 1400 plants grasses and ferns to some of this country's leading Landscape Designers. The nursery was founded 22 years ago, when Chris & her partner anticipated the growing appeal of perennials.

In her role as principal sales contact, Chris works closely with designers on their planting selections and is therefore fortunate to have a finger on the creative pulse of herbaceous planting today. Orchard Dene Nurseries has contributed to numerous medal winning gardens at Chelsea, including the highly acclaimed millennium garden designed by Piet Oudolf and Arne Maynard which won the coveted 'Best in Show Award'. Chris and her partner have been designing and planting schemes using an exciting palette of perennials for the past 25 years, and believe this is vital to their understanding of the market they supply.

Jo Thompson

Jo Thompson's current garden projects range from a town garden in Hammersmith, a new build on sand in Sussex to a roof terrace overlooking Lake Lugano. Jo writes a regular blog for Horticulture Week and is currently writing a series of features on design in public spaces for Green Places magazine. Her garden for the horticultural therapy Thrive was awarded a gold medal and Best Urban Garden at this year's RHS Chelsea Flower Show.

Refreshments

Morning coffee, lunch and afternoon tea will be served.

Enrolment

To enrol on this course go to our website www.lcgd.org.uk and click on short courses.

To be placed on our mailing list for more information about our courses as they become available please email info@lcgd.org.uk or call 01483 762955.