



Institute of Horticulture 25th Anniversary Conference and AGM Programme

Horticulture: a force for economic and social change

Friday 18 and Saturday 19 September 2009

Askham Bryan College
Askham Bryan, York, YO23 3FR

HorticultureWeek



Friday 18 September

10.00 Visit to Middlethorpe Hall, York (NT)

12.00 Registration and lunch

1.15 Welcome by session Chair

Andy Mahy FI Hort
Head of Horticulture, Askham Bryan College

This session will take a broad overview of horticulture to identify:

- Successes in the past that can inform future decisions
- How horticulture can be a force for positive change in society, the economy and the environment
- Opportunities for action, development and investment

1.25 Welcome to Askham Bryan College

Liz Philip
Principal Askham Bryan College

1.30 KEYNOTE ADDRESS

Horticulture: a force to change lives and communities
The Rt Hon The Lord Heseltine CH

2.10 Green leisure and tourism

A natural asset for economic growth and social change
John Watkins FI Hort
Head of Horticulture, English Heritage
Olivia Morris
Policies & Campaigns Officer, National Trust

2.40 Empowering and encouraging the public and schools to be active in horticulture

Dr Simon Thornton-Wood
Director of Science and Learning, RHS

3.10 Tea

3.30 Feed ourselves

The potential for the horticultural food production industry to improve food security and reduce the UK food miles deficit
Meurig Raymond MBE
Deputy President NFU

4.00 The power of knowledge and the need for research

A review of key areas of research relevant to UK horticulture and the importance of continuous investment in horticulture

4.30 Inspiration through knowledge: power through skills

A review of the horticultural education and training system and the opportunities to change people's lives, professionalising and empowering the industry
Dr Steve Dowbiggin OBE FI Hort
CEO Capel Manor College

5.00 Close

6.30 Drinks reception

7.00 Anniversary dinner

Keynote speech: Horticulture – a growing profession
Lord Taylor of Holbeach DCO

Saturday 19 September

- 9.30** **Tour of Askham Bryan College gardens**
- 11.00** **Registration and coffee**
- 11.30** **Institute of Horticulture AGM**
Non-members welcome, but if there is sufficient demand an alternative programme will be arranged
- 12.30** **The James Bruce Memorial Lecture**
The Politics of Horticulture and the Horticulture Industry
David Gwyther CBE
CEO Horticultural Trades Association
- 1.15** **Lunch**
- 2.00** **Welcome by Session Chair**
Dame Marion Roe DBE
- This session will explore the dynamics and potential of horticulture to present a more unified message, promoting the sector and acting as a catalyst for change
- 2.05** **Horticulture – a single industry and sector**
The potential for unity and the benefits of co-operation
Dr Heather Barrett-Mold FI Hort
President of the Institute
- 2.30** **Horticulture and government**
An overview of Government strategies and initiatives
- 3.15** **Conference themes and priorities for action**
Andrew Gill FI Hort
Head of Parks and Bereavement Services
London Borough of Haringey
- 3.30** **Signposts for action**
Three key priorities for the Institute of Horticulture, arising from the conference
Sue Minter FI Hort
Honorary Secretary and President Elect
Institute of Horticulture
- 4.00** **Close**

The Institute is grateful for support for the conference from:

**Finnis Scott Foundation
HTA
Horticulture Week**