



Local Meetups.

Do you want to make a difference in your community?

Become a WeWeed Ambassador

- Inspire more women to become gardeners as second careers.
- Grow a local supportive network of likeminded professionals.
- Recruit companion gardeners to enable garden owners who have limited mobility, sight or other vulnerabilities, access to their gardens.
- Redress the balance between male and female trades and dispel the myth than only butch males can be gardeners.
- Support new and would be gardeners in building their self-confidence through work experience and mentoring.
- Promote bringing colour and beauty back into the British garden by encouraging ecology and discouraging plastic lawns, the overuse of hard-landscaping and herbicides.
- Encourage women gardeners to future proof themselves by encouraging them to learn planting design.

Other benefits

Hand over gardens you have grown out of to free up your portfolio.

Potential for extra hands-on-deck and holiday cover when you need it.

Potential to earn a share of subs depending on the success of the overall meetup initiative.

The meetups

There may be just 2 or 3 of you in the beginning but this will still make for a lovely evening. Below is some guidance to help you organise them which will be especially useful when they get a little bigger.

WeWeed member gardeners are invited to get together from 6pm – 9pm for a relaxed and informal catch-up and to meet and share experiences and challenges with other gardeners in a local public house, hotel or other suitable licensed venue.

These meet-ups are also open to anyone thinking of joining WeWeed or who want to find out more about what it is like to become a self-employed gardener and to take the opportunity to meet up with more experienced gardeners and ask them about their experiences of starting up.

People can come once for free, thereafter they can pay £5 or join our community as full members and attend for free thereafter.



Getting the word out

Contact WeWeed with the dates and venue and we will list your event/s on the website and set up the ticket registration. You will be notified when someone registers. They will leave their email and name.

Use the URL link of your event to reach out to people on local Facebook groups and any other social feeds and ask local garden centres if they would be kind enough to put a shout-out for you and/or put notices up.

Choosing a venue

Book dates with a venue: 3 meet ups a year: Spring /Summer, Autumn and Winter avoiding bank holidays. Mondays, Tues and Weds are the best days of the week.

Choose a suitable licenced pub or venue where the management are happy to allocate a corner free of charge for 5 -10 people from 6pm – 9pm. A larger venue on a quiet, weekday evening is more likely to be accommodating, since a small group wont impact on other diners or table bookings. Attendees will buy their own drinks from the bar. Food can be ordered by individuals if the venue can accommodate ad hoc food orders.

On the night

If there are less than 8 of you, it's just a case of introducing yourselves and sharing your experiences and challenges with each other but if there are more than 8 of you then making sure everyone is included and introduced to each other can take a little more work....

Take sticky labels and a sharpy pen so that attendees pop their names on their tops.

Meet, greet and tick people of your attendee list.

Ask them to get a drink from the bar.

Introduce the first few people to each other to help initiate conversations. This will create some warmth as others arrive. Don't let anyone stand on their own. They will all start chatting to each other after a while.

After everyone has arrived or when it feels right. Get everyone's attention and thank them for coming. Give a brief intro of what Weeded is and why it was started. For example:

WeWeed was started in Oxfordshire after a small group of women started second careers as professional gardeners. They realised that while there was a great need for women gardeners, many 'would be' female gardeners lacked the confidence to start on their own and so WeWeed was created to support more women into the trade. These meetups help to grow our community and generate



customer leads through our local social media and word of mouth. It's free to register on the directory so please do ask me more about it if you are interested in joining.

Then say that it would be nice if everyone knew a little bit about each other and where they all are in our gardening journeys and say you will start. N/B Your intro will set the benchmark for how long everyone talks for so bare this in mind if there are a lot of you. Go around the room and thank them after they have had their turn.

My name is

I used to work as a

I became a gardener because

I found it to be

I'm hoping to.....

Thank everyone and summarize the feeling in the room. For example. *'It's so lovely to hear your stories and to know we have all had shared experiences and that we are not alone in this.... please enjoy the rest of the evening and do ask me about WeWeed if you would like to know more about adding yourself to the directory.'*

After the night

Let us know how you got on and keep an eye on the website to see how many more gardeners you have encouraged to sign up in your area!

May the weeds be with you!

Janet x

Founder Weeder