



Featherstone Flowers
FIELD & DESIGN

FLOWER CLUB 2027



www.featherstoneflowers.co.uk



ABOUT FEATHERSTONE FLOWERS

Featherstone Flowers is an award-winning, sustainable flower farm and floral design studio set amongst the rolling hills of Hampshire's Test Valley, near Stockbridge.

Founded by Katie Stone and Jess Roberts, and supported by our experienced team of horticulturalists and florists, we grow a wonderful range of British flowers and foliage on our three-acre flower farm.

Flower Club has been an important part of Featherstone Flowers since the very beginning and remains one of the things we most enjoy. In 2027, we are delighted to be celebrating its sixth year, sharing the changing seasons of the flower field with our members from March to December.

Together, we explore growing, harvesting, conditioning and arranging cut flowers, with our historic 15th-century Tithe Barn providing a welcoming place to learn, create and spend time with others who share a love of flowers.

We look forward to hearing from you.

Katie Stone & Jess Roberts

Directors and Owners of Featherstone Flowers

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WHAT IS FLOWER CLUB?

Flower Club is a space for anyone with an interest in flowers, whether you are an experienced gardener or florist or you are just at the beginning of your journey. You do not need any previous growing or floristry experience – only curiosity and enthusiasm.

Throughout the year, you will learn how to grow and care for cut flowers, harvest and condition them correctly, and use them to create natural, seasonal arrangements. Our approach combines practical growing knowledge with sustainable floristry, helping you to build your confidence and develop skills that you can use at home.

We are delighted to welcome many returning members each year, but new members are quickly made to feel at home. Many people attend on their own and soon find themselves making new ‘flowery friends’ along the way.







WHAT TO EXPECT

Each session lasts approximately two and a half hours and includes both growing and floristry, with plenty of time spent in the flower field and our historic 15th-century Tithe Barn.

We usually begin in the barn with a warm welcome and a hot drink. We will introduce the arrangement you will be creating that month, look at the flowers and foliage needed, and discuss what you will be harvesting from the field. We will also introduce the session's growing focus before collecting our buckets and snips and heading outside.

In the flower field, we will explore the growing topic in more detail and get hands-on learning seasonal tasks such as pruning, propagating and caring for plants. You will then harvest a generous bucket of flowers and foliage to use in your arrangement.

Back in the barn, we will stop for coffee and cake before watching Katie or one of our florists demonstrating how to create that day's arrangement. You will then create your own version, with plenty of guidance and support from our team throughout.

Individual designs are yours to take home and enjoy. When we create a larger group installation, there will be time to admire and photograph the finished piece before we carefully take it apart and share the flowers for everyone to take home.





HOW IT WORKS

- **Season:** Sessions begin in March and are monthly to December, with 10 sessions in total. Membership is priced for nine sessions, allowing you to miss one session during the year.
- **Session times:** Monday and Tuesday mornings and evenings.
 - Each session is approximately two and a half hours.
 - Morning sessions begin at 9.30am.
 - Evening sessions begin at 6.30pm.
- **Welcome pack:** New members receive a pair of snips, their own flower bucket, notebook, folder and a copy of A Guide to Sustainable Floristry Mechanics.
- **Ongoing support:** Following each session, you will receive notes covering the subjects and techniques discussed. Members have access to a private webpage with further links and the year's library of pdf downloads.







GROWING THROUGH THE SEASONS

Growing is an important part of every Flower Club session. We will look at what is happening in the flower field at that point in the season, focusing on the plants, techniques and jobs that are most useful and relevant at the time.

Across the year, topics may include:

- Seed sowing both inside and out
- Taking cuttings, divisions and other forms of propagation
- Harvesting for the best quality stems
- Watering, irrigation, feeding and plant support
- Maintaining plant health and managing pests and diseases
- Growing annuals, perennials, bulbs, dahlias, chrysanthemums, ranunculus and anemones
- Plant partnerships and encouraging biodiversity
- Planning for a continuous supply of flowers
- Water management, mulches, drought tolerance and climate resilience
- Seasonal and year-round garden planning







FLORISTRY THROUGHOUT THE YEAR

Each session includes a practical floristry workshop in our historic Tithe Barn, using seasonal flowers and foliage from the field. Every month focuses on a different style of arranging or sustainable floristry technique. The programme moves from individual designs to larger collaborative installations, giving you the opportunity to develop your skills, try something new and grow in confidence throughout the year.

March An introduction to the flower field. A tour of the flower field, followed by an introduction to harvesting and conditioning cut flowers.

April Bowl arrangements. Create a natural, seasonal arrangement in a bowl using sustainable floristry techniques.

May Meadow boxes and tablescaping. Learn how to create individual meadow-style arrangements then bring them together to create a beautiful dining table whilst learning tricks for creating tables to wow your guests.

June Plinth arrangements. Work together to create larger-scale arrangements for plinths, exploring proportion, balance and how flowers can transform a space.

July Hand-tied bouquets. Learn how to select, arrange and tie seasonal flowers to create a naturally abundant hand-tied bouquet.

August Barn door installation. Create a large-scale floral installation around our spectacular barn doors, incorporating meadow boxes and a broken arch.

September Vase arrangements. Learn how to arrange flowers successfully in a vase.

October Flowers in air-dry clay. Explore a different way to preserve and enjoy flowers by pressing them into air-dry clay to create decorative coasters.

November Winter cloud. Work together to create a seasonal suspended installation using winter foliage and natural materials.

December Wreath making. Finish the Flower Club year by creating a natural, sustainable wreath to take home for Christmas.





BENEFITS OF MEMBERSHIP

- **Welcome pack:** New members receive a pair of snips, their own flower bucket and a copy of A Guide to Sustainable Floristry Mechanics. Returning members receive a discount on their annual membership.
- **Member resources:** Monthly videos and handouts are available in the private members' area, alongside a WhatsApp group where members can share ideas and ask for advice throughout the year.
- **Included:** Opportunities to collect seeds and take cuttings from the flower field to grow at home.
- **Exclusive access:** Members can purchase plants, compost and other seasonal growing materials.
- **Aftercare:** Following each session, you'll receive detailed notes covering the subjects and techniques discussed.







MEMBER FEEDBACK

“When I first joined last year - as a complete novice - the question was asked who was a repeat member and I thought how strange that people would come back and do the course again. Now I understand how the club works I am definitely signing up again and can see myself being a long term member as I just love it.”

“I joined the Flower Club this year and I honestly wasn't too sure what to expect....but all I can say is it is way above what I could have imagined. As a new comer to gardening and floristry I was a bit apprehensive but the knowledge the ladies share, the way they share it and the friendly and caring atmosphere of the Club is an absolute joy. I am learning so much and so inspired to learn more. The joy of walking through the fields each month and seeing their hard work come to fruition is fantastic.”

“I can't recommend Featherstone's highly enough! Our monthly Flower Club sessions are a joy and Jess and Katie are both great fun and wonderful teachers who I have learnt so much from. The flowers are always beautiful and to see them grown and the care the team take over them is simply wonderful.”

“Flower Club at Featherstone Flowers is my 'me time' once a month. A cup of tea with a slice of cake, good conversation and an abundance of glorious flowers in a beautiful old barn. I learn something new every time I'm there, and this is my second year of going. It's so lovely, I almost don't want to tell anyone else about it!”





PRICING

New members: £650

This includes 9 sessions, your welcome pack, flowers and materials, refreshments and access to all additional member resources.

Returning members: £625

Membership can be paid in full or spread across six monthly payments.

Gift vouchers are also available and can be sent directly to you or to the recipient.

How to pay:

Call or email us to check availability for your preferred session (Monday or Tuesday, morning or evening) and we will raise an invoice either for the amount in full or six monthly payments.

Email: info@featherstoneflowers.co.uk

Call: 01264 302980



FF DATES

Monday AM Group

22nd March

19th April

17th May

21st June

19th July

16th August

20th September

18th October

22nd November

6th December

Monday PM Group

20th March - Our first session is on a
Saturday to catch the light.

19th April

17th May

21st June

19th July

16th August

20th September

18th October

22nd November

6th December

Tuesday AM Group

23rd March

13th April

11th May

15th June

13th July

10th August

14th September

12th October

16th November

30th November

Tuesday AM Group

20th March - Our first session is on a
Saturday to catch the light.

13th April

11th May

15th June

13th July

10th August

14th September

12th October

16th November

30th November





OUR SUSTAINABILITY ETHOS

[DOWNLOAD OUR SUSTAINABILITY IMPACT REPORT](#)

Sustainability is fundamental to Featherstone Flowers. We only ever use British-grown flowers - most of which we grow on our Hampshire flower farm - and we design using sustainable floral mechanics and never, ever with floral foam. We are members of Flowers from the Farm, the Association of Green Funerals and of the Sustainable Wedding Alliance and are working towards BCorp certification and membership of the Sustainable Floristry Network.

Sustainable Growing

Our work begins in the field. From sowing the first seeds to cutting stems at their peak, we grow the majority of our flowers here on our farm according to the principles of regenerative agriculture. These practices protect the soil and allow the life in it to recover. This reduces the reliance on fertilisers, prevents run-off and reduces water usage. We only use organic approved fertilisers and plant invigorators.

We are constantly looking to be improving the land which we manage to boost biodiversity and have already seen a huge increase in insect numbers and variety of species.

Sustainable Floristry

We use only British-grown flowers in our work, never imported. By avoiding air freight and refrigeration, and growing without pesticides or plastic wrap, we reduce the carbon footprint of our floristry by over 95% compared to designs that rely on imported stems.

Our design practice is entirely foam-free, and our installations are built using reusable or compostable materials. Every detail — from large-scale arrangements to subtle finishing touches — is designed to feel natural, generous and considered.

Our waste reduction efforts have led to 100% waste-free weddings, where all plant material is composted, and mechanics are reused.



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FIELD & DESIGN

CONTACT US

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