

Perennial News

Keeping you in touch with Perennial



HM The Queen visits Perennial at Chelsea

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GoGreen for HortAid raises over £10,500

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Spreading the message

Our 175th anniversary and the recent HortAid fundraising fortnight have raised awareness of Perennial and encouraged more people to contact Perennial for support.

Industry support for Perennial is high and fundraising against our anniversary target of £175,000 is going well. We are pleased to say that this increase in awareness and funds is already making a difference to the number of people we can help. Half way through this year we had helped 4% more people than at the same point last year. This will continue to rise as the changes to Social Benefits become more complex.

We have been proactively reaching out to the industry and it is gratifying to see the support that comes when people learn more about what we do.

We took part in the Four Oaks Trade Show in September and had a Caseworker on our stand throughout the event offering in depth information and advice on the wide range of issues we can help with. It was great to have the opportunity to talk to people face to face so they could understand how their trade charity was relevant to them.

We are also proud to be funding a trainee at the Cambridge University Botanic Garden through our Lironi Training Fund.

William Renwick recently started the one-year Cambridge Certificate in Practical Horticulture and Plantsmanship course, which is widely regarded as one of the best practical horticulture traineeships in the UK.

He joins six other trainees on the course and funding is in place for Perennial to continue to support this traineeship for the next five years.



Kate's Story

Perennial has been helping Kate Powell for over 10 years. She knows how difficult it can be to ask for help.

Kate's horticultural career was cut short when she became seriously ill with kidney failure. She was forced to stop working and relies on dialysis while she waits for another viable kidney transplant. Kate heard of Perennial through a friend who is a supporter of the charity in Cornwall. She says it took courage and a huge gulp of pride to contact us to ask for help. She received a phone call the next day and recalls those first conversations with a lasting sense of relief:



"We were visited by a Caseworker within days. She was – and still is – brilliant, a life belt in the flood. She seemed to know exactly what we needed and her advice and help was perfectly pitched. We didn't feel patronised and felt positive that our situation was being taken seriously. Looking back we simply couldn't have coped during that time without Perennial." Asked what advice she would give to others facing life-changing situations and thinking about turning to Perennial for help, Kate says, "Swallow your pride, make contact with Perennial and don't be embarrassed to talk about your needs – not just financial. The Caseworkers are professional, discrete and they will go out of their way to do everything they can to help you. You won't regret it."

This is an extract from a longer article on the Perennial website. You can read more about Kate and her Perennial story at www.perennial.org.uk/success-stories



Stay in touch!

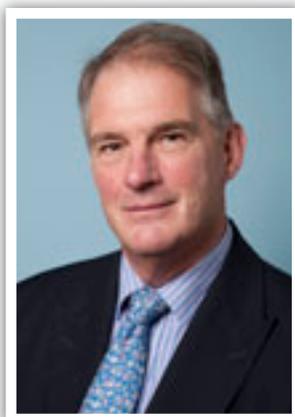
You can now watch videos of some of our clients and supporters on our YouTube channel. Follow us on Facebook (PerennialGRBS), on Pinterest (perennialGRBS) or Twitter (@perennialgrbs) and keep up to date with the latest news and updates on our website www.perennial.org.uk.



Perennial welcomes new Chairman

This summer Perennial welcomed Dougal Philip as its new Chairman.

As owner of New Hopetoun Garden Centre near Edinburgh, and also closely involved with the RHS as a former council member, a garden judge at its flower shows and a past president of HTA, Dougal is a prominent figure in the world of horticulture and garden retail. He has the knowledge and experience to help drive Perennial forward. Dougal has been involved with Perennial for many years and believes the help that it offers is needed now more than ever.



Perennial's new chairman, Dougal Philip

He comments: "I'm delighted to be the new Chairman of such a wonderful charity and I feel strongly that Perennial should be the default charity that everyone in the industry supports and knows they can turn to in times of need. Perennial is already doing invaluable work helping many horticulturists and their families across the whole of the UK but there is the potential to help even more. That will only be possible through greater awareness of the charity and more donations from our industry and the garden-loving public."

50 years at Clarence Park, St Albans for Terry

Terry Dean, a horticultural college contemporary of Perennial's President Alan Titchmarsh, celebrated a 50 year career at Clarence Park in St Albans in September. Perennial's Kate O'Shea wished him well at a small celebratory tree planting. She also spoke about the work of Perennial to new John O'Conner Grounds Maintenance apprentices and welcomed John O'Conner as a new Perennial Partner.



Corporate Support Grows

As trade support for Perennial grows so does the roll call of high profile companies that are signing up as Perennial Partners.

Quadron Services Ltd, the well-established grounds maintenance company, recently became a Platinum Partner, donating £1,000 a year to Perennial.

John O'Conner (Grounds Maintenance) Ltd has not only become a Perennial Partner but also adopted us as its Charity of the Year and in doing so, is raising awareness among its staff.

Quadron's Managing Director, Clive Ivil, said: "Quadron is very proud to be a Perennial Platinum Partner and to support the invaluable work the charity does in helping those in need within our industry."



Perennial Chief Executive Richard Capewell met up with Quadron's Managing Director, Clive Ivil at SALTEX and presented him with their Platinum Partner certificate.

Thank you

To all our Perennial Partners and Supporters – your support enables us to plan and deliver services to clients year after year. If you would like to find out more about becoming a Perennial Partner or Perennial Supporter, visit: perennial.org.uk/workwithus

Welcome aboard to all of our corporate supporters.

4th Corner Limited

Affinity Landscapes Ltd

Arbour Design & Build

Barton Grange Garden Centre

Bowles and Wyer Contracts Ltd

Easton Walled Gardens

Dove Associates

Green-Tech Limited

Jims Mowing

John O'Conner (Grounds Maintenance) Limited

Landform Consultants Limited

Majestic Trees

Notcutts Ltd

Oak View Landscapes Ltd

Outdoor Options Ltd

Ovation

Platipus Earth Anchoring Systems

Quadron Services

Readyhedge Ltd

Sodexo Ltd

Walberton Nursery

GO GREEN for HortAid

Looking after those who look after our green spaces

HortAid becomes annual fixture in horticulture calendar, and GoGreen raises over £10.5K in 2014

Perennial's "GoGreen for HortAid" 2014 campaign has raised over £10,500, with further fundraising activity yet to take place. We've been amazed, once again, at the lengths our friends, partners and supporters across the UK horticulture industry will go to to help colleagues in need.

"Thank you!"

Tony Arnold, Chair of the APL and Head Gardener at Newnham College, Cambridge, was sponsored to wear green lipstick, nail varnish and stockings for the day, raising over £1,400 for the GoGreen campaign.

<https://www.justgiving.com/greenlipstick>



Sarah Walsh, whose partner has been helped by Perennial, walked the Saints Way in Cornwall with two friends raising over £1,450 for HortAid.

<https://www.justgiving.com/gardenerswalk4perennial/>

Our **Kickathon challenge** at **SALTEX 2014**, generously sponsored by Complete Weed control and Everris, raised £1,860 for HortAid, while the Service Dealer Awards raised a further £600. Well done again to our winners and thanks to West Ham Football Club for donating the signed football prizes.



The garden team from Hever Castle dressed up as gnomes for the day, with a bucket appeal for visitors during HortAid 2014. Congratulations to them on winning a Gold Award and 'Garden of the Year' in the South and South East in Bloom recently and we look forward to seeing more of Head Gardener Neil Miller in the Naked Gardeners' 2015 calendar! (See opposite for details).



Thanks also to our friends at Helmsley Walled Garden, Moss Wood garden, Harrogate Autumn Flower Show, the Landscape Show, Four Oaks, the Old Horts, BALI North Thames and the hundreds who have donated, bought a wristband or sponsored one of the many "GoGreen for HortAid" events.



Don't miss Perennial's Naked Gardeners Calendar!

Inspired by support for their World Naked Gardening Day antics, the boys are back, and brave enough to bare all...



You can pre-order your A4, month-to-view wall-calendar now perennial.org.uk/calendar for **£9.99 + P&P**.

Looking ahead to 2015

Preparation is underway for HortAid 2015 with a team of well-known horticulturists already in training for a rowing Channel Challenge.

If you've been inspired to get involved, let us know and we can help you get started.

What your money does...

The extra £10,500 raised during HortAid 2014 will provide the funds to cover the extra money needed to help our clients with the increased food and fuel costs that winter brings.

The needs of our clients are wide-ranging. Perennial is the only UK charity working exclusively for all horticulturists and their families in crisis.

HortAid 2015 takes place from 1-14 September but you can fundraise at any time of the year! Every penny of the money you donate goes directly to Perennial so we can help people working in, or retired from horticulture. Find out more about how your support helps horticulturists at hortaid.org.uk

Fabulous Flower Show season

Perennial enjoyed a fantastic flower show season, receiving a clutch of top medals, but we couldn't have done it without the huge generosity and help from a wide range of supporters and partners across the industry.

A high point of the year was the RHS Chelsea Flower Show, where Jo Thompson created a floral exhibit for Perennial in the Great Pavilion. It was awarded an RHS Silver Gilt Medal and received a personal visit from Her Majesty The Queen.

The exhibit was a true collaboration and our thanks go out to everyone who was involved. All plants and trees were donated by Coblands Nurseries, Hardy's Cottage Garden Plants, Majestic Trees and Roger Platts. Landscaping materials were donated by CED Natural Stone and the garden was built by the brilliant team from social enterprise Streetscape, along with a

host of Perennial volunteers. Everyone involved was delighted with the garden, which drew fantastic comments from visitors, as well as considerable TV and media coverage.

Rosy Hardy commented: "Partnering with Perennial for Chelsea gave a real insight into what a lifeline the charity is for horticulturists young and old alike. We're proud to have been able to help the charity spread its message."

Chelsea is a fantastic stage for raising awareness, but is also important in terms of raising funds. Our trade stand did brisk business and we were also delighted to have been shortlisted for the Chelsea Product of the Year for the second year running – this time for the Rainwater Terrace.

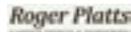
Success continued at other flower shows over the summer – we received top honours at Gardening Scotland winning a Gold Medal and Best in Show, Gold and Best in Show at the

Harrogate Spring Show, as well as a Gold Medal at the Royal Cornwall Show. Each of the exhibits was inspired by our 175th anniversary celebrations and used different local designers and teams of volunteers to help create the displays.



You can now buy a range of plants on the Perennial plant store at www.perennial.org.uk/plants.

We have 2014 flower show collections and a wide range of perennials available for year-round interest and colour. Perennial receive a donation from all purchases.



Can you help?

Your donation will enable us to reach more vulnerable people who are facing hardship – thank you!

I would like to help with a donation of:

£25

Could pay for a horticulturist's child to go on a school trip

£50

Could help to adapt a home with mobility aids for the disabled

£100

Could cover the cost of a Crisis Grant for a business affected by flooding

£

OTHER AMOUNT:

Fill in the form below or telephone us with your credit/debit card details on 0800 093 8792

Title: First Name: Surname:

Home Address:

Postcode: Home Tel: Mobile:

Date of Birth: Personal Email:

To join Friends of Perennial or become a friend of one of our gardens telephone 0800 093 8510

Please tick this box if you **WOULD** like to receive a donation acknowledgement letter.

Are you a UK tax payer? If yes, make every £1 you give to Perennial worth £1.25 by ticking this Gift Aid declaration.

I would like Perennial to treat as Gift Aid all donations I make from the date of this declaration until I notify you otherwise. I can confirm that I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given on or after the date of this declaration.

Signature:

Date:

We would like to keep you in touch with the work we're doing through our newsletter, email, gift catalogues and other relevant information. We do not share your information with any third party. Please tick this box if you do not wish to receive these by: mail email phone SMS

Please return to: Perennial, PO Box 5004, Alton, Hampshire GU34 9DB

A company limited by guarantee, registered in England & Wales no: 8828584 | Charity no: 1155156. Registered in Scotland | Charity no: SC040180.

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Party for PERENNIAL

at the Roof Gardens, Kensington



15 January 2015

Following the success of the 175th celebration launch at The Roof Gardens, Kensington, in January 2014, we are pleased and excited to be able to announce we will be hosting an event open to everyone on 15 January 2015 with tickets now on sale at £45 each.

Join the Perennial team and some of the biggest names in UK horticulture for an evening of fine food, fizz, fun and (of course!) fundraising.

With live music and an opportunity to see friends and colleagues early in the new year the Party for Perennial at The Roof Gardens offers a unique networking opportunity at one of the most celebrated gardens in the heart of London.

Party for Perennial is supported by the UK's leading horticulture trade weekly, Horticulture Week magazine.

HorticultureWeek

For full details and to purchase tickets, call **0800 093 8792** or visit www.perennial.org.uk/party

Travel with garden historian Stephen Harmer

Enjoy an exclusive guided trip to the gardens of Paris and the Loire under the guidance of garden history expert Stephen Harmer.

This five day/four night break in early July 2015 is an opportunity to take in the splendour of important French gardens including Vaux le Vicomte, Villandry and Monet's Garden at Giverny.

Price for the trip is £499 per person including hotel accommodation on B&B basis, all travel by coach and Eurotunnel and entry to the gardens.

For full details and to book visit www.perennial.org.uk/holiday

Clippings

Three Bloom Awards for York Gate

York Gate Garden has been honoured with three Yorkshire in Bloom Awards, with judges praising the exceptional standard of the garden and the talent of its staff and volunteers. It was presented with a Gold Award in the 'Public, Private and Charitable Establishments' category and was the overall winner in this group. It also received the discretionary Yorkshire Rose Community Award, recognising the work of the volunteers at York Gate.

Industry awards to raise funds for Perennial

Horticulture Week magazine has named Perennial as its charity partner for two prestigious industry award events – the Garden Retail Awards 2015 and UK Grower Awards 2015. Both awards schemes reward excellence within their respective sectors – the UK garden retail industry and the UK commercial growing sector.

Winners will be presented with their awards at two events to be held at London's Grand Connaught Rooms next February. As part of the events, horticulture industry guests will be invited to take part in fundraisers for Perennial.



Entries for both awards are still open.

For full details see www.thegrowerawards.co.uk and www.gardenretailawards.com

In addition, Perennial is delighted to be the awards charity for the BALI National Landscape Awards, the SGD Awards and the IOG Awards; all coming up during the winter.



For more information on Perennial and our services call 0800 093 8510
www.perennial.org.uk