

OUR IMPACT 2024

Building better futures for people
working in horticulture and their families



Helping people
in horticulture
Perennial

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WELCOME

We're Perennial, the charity helping people working in horticulture and their families.

This report highlights our impact on thousands of lives in 2024 and gives thanks to our generous supporters and dedicated volunteers. Together, we are working tirelessly to build better futures.

OUR PURPOSE AND VISION

People working in horticulture face a complex and growing set of challenges, from financial pressures to physical and mental health concerns. At Perennial, we support individuals and families across the industry by offering practical, personalised help that responds to real-life situations. Through our expert advice, information services, and accessible online tools, we work alongside people to improve their wellbeing, build resilience, and create more secure and sustainable futures, whatever stage of life or career they're in.

We work increasingly closely with those within the sector who are helping us shape our provision. Listening to our stakeholders is central to our work and means we can better target people, meeting new and emerging needs. In 2024, we delivered 17,677 preventative activities, with 2,136 people helped to build better futures and improve their lives.

To all our supporters, members, donors, trusts and corporate partners, thank you for your continued involvement. You help us every day in supporting the trade in improving resilience, managing sustainable change and implementing long term changes that see people in horticulture equipped to stand on their own two feet.

Jamie Gault, Chief Executive



BUILDING BETTER FUTURES

17,677

PREVENTATIVE ACTIVITIES AND PROGRAMMES WERE DELIVERED, HELPING PEOPLE TO BENEFIT FROM SUPPORT, ADVICE AND INFORMATION.



2,136

PEOPLE AND THEIR FAMILIES RECEIVED TAILORED AND ONE TO ONE SERVICES FROM PERENNIAL TO HELP BUILD BETTER FUTURES AND IMPROVE LIVES.



759

PEOPLE BENEFITED FROM ACCESSING WEBINARS AND GROUP SESSIONS TAILORING SUPPORT TO MEET THE NEEDS OF PEOPLE FROM ACROSS HORTICULTURE.



341

PEOPLE TOOK CONTROL OF THEIR MONEY AND FINANCIAL WELLBEING WITH THE HELP OF 'NUDGE', OUR FINANCIAL MANAGEMENT TOOL.



947

PEOPLE HAVE USED OUR MENTAL AND PHYSICAL WELLBEING DIGITAL PLATFORM AND APP.



PERENNIAL HELPED PEOPLE DISPUTE OR WRITE OFF

£185,878

IN PERSONAL DEBT - A MAJOR TANGIBLE BENEFIT, REDUCING STRESS AND IMPROVING FINANCIAL FUTURES.



950

UNIQUE PEOPLE TURNED TO THE HELPLINE FOR ADVICE AND INFORMATION.



£34,354

WAS INVESTED IN EMPLOYMENT AND TRAINING SUPPORT, INCLUDING QUALIFICATIONS AND MENTAL HEALTH FIRST AIDERS - HELPING PEOPLE PROGRESS AND STAY IN WORK WITHIN THE HORTICULTURAL INDUSTRY.



4,331

PEOPLE USED THE ONLINE WELLBEING SUPPORT INCLUDING PHYSICAL HEALTH DELIVERY ACTIVITIES.



193

PEOPLE PARTICIPATED IN PERENNIAL'S VIRTUAL PANEL, HELPING SHAPE FUTURE SERVICES BY SHARING INSIGHTS AND LIVED EXPERIENCES FROM THE HORTICULTURAL INDUSTRY.



87

PEOPLE SOUGHT LEGAL ADVICE.



PERENNIAL SUPPORTED PEOPLE IN SECURING

£259,262

IN BENEFITS, INCLUDING BACKDATED CLAIMS - HELPING PEOPLE GAIN ACCESS TO INCOME THEY WERE ENTITLED TO, BUT PREVIOUSLY MISSED OUT ON.



SERVICES HIGHLIGHTS

- Provided advice and information services to the horticultural community, ensuring our services are shaped by those who need us most.
- Co-created industry-wide wellbeing research in partnership with the University of Exeter.
- Developed strategic impact metrics to measure what matters, which will continue to be embedded across all our work.
- Continued to share knowledge and information through our Be Money Smart, Be Health Smart and Be Life Smart campaigns.
- Evaluated the mental health first aiders project with recommendations that will be delivered in 2025.
- Began the process of building networks of industry and volunteer champions that will collaboratively deliver prevention, early intervention and self-care.
- Developed our strategy for Scotland using the 2023 research.

MAKING A DIFFERENCE

86% OF PEOPLE ACROSS ALL SERVICES **REPORTED BEING SATISFIED WITH THE SUPPORT THEY RECEIVED, MAINTAINING A HIGH STANDARD OF SERVICE DELIVERY YEAR ON YEAR.**

2,136 PEOPLE AND THEIR FAMILIES **RECEIVED TAILORED ONE TO ONE SUPPORT** FROM PERENNIAL, HELPING THEM BUILD BETTER FUTURES AND IMPROVE THEIR LIVES.

92% OF PEOPLE **ENTERING THE MONEY AND DEBT ADVICE SERVICE SAID DEBT HAD A GREAT IMPACT ON THEIR DAILY LIVES** - DROPPING TO JUST 31% AFTER RECEIVING SUPPORT, SHOWING A 61-POINT IMPROVEMENT IN FINANCIAL WELLBEING.

CASEWORK IMPACT

Our money and debt advice services are making a meaningful difference in people's daily lives. When entering the service, 92% of clients told us that debt had a significant impact on their everyday life. By the time they left the service, this figure had reduced to 31%, representing a 66% decrease in the number of people experiencing high levels of debt-related stress.

Those accessing our debt advice service reported improved financial confidence and behaviours:

54% felt able to manage their money day to day.

62% could prioritise their bills more effectively.

23% felt confident contacting creditors directly.

Among people exiting our broader casework services (based on a 29% response rate, n=50), the impact extended beyond financial matters:

56% felt more confident in managing their money.

54% were better able to look after their physical health and adopt health-supporting behaviours.

52% reported increased confidence in building positive relationships and social networks.

Our helpline continues to be a vital entry point for support. People contacted us for a range of issues and we are proud to report that 90% of helpline users felt listened to, fully understood, and that the information provided was tailored to their individual needs.

FUNDRAISING

Support from the Horticulture Industry

- 🌱 **£115K raised by 164 Perennial Partners** enabled us to help people in horticulture and support them with our services.
- 🌱 A successful first year for the Dig Deep for Perennial Fundraising Lunch, raising **£22K including over £2K in Gift Aid**.

Individual Supporters

- 🌱 **21 Fellows** helping us raise **£56K**.
- 🌱 **Community fundraising raised £60K**, predominantly through incredible supporters raising money in aid of our work, activities at shows and our Speaker Panel.
- 🌱 **3,709 Friends of Perennial** supported us through their annual membership and additional donations.

Gifts in Wills

- 🌱 **£1.06M raised** from legacy supporters who generously left a gift to Perennial in their will.

£1.23M

RAISED INCLUDING:

£1.06M

GIFTS IN WILLS

£115K

PERENNIAL
PARTNERS

£60K

COMMUNITY
FUNDRAISING

“ Together with Perennial, we’re giving back to the people who care for our natural environment – supporting their wellbeing, securing their future, and recognising the vital work they do every day.”

Simon Hewitt,
Marketing Manager
from STIHL.

STIHL

REACH AND ENGAGEMENT

233,780

WEBSITE VISITS

68,201

FOLLOWERS ON
SOCIAL MEDIA WITH

6.37%

ENGAGEMENT

182M

PR REACH

377

NEWS PIECES

We were privileged to film with BBC Gardeners' World at Fullers Mill, with presenter Adam Frost visiting the garden. Jack Ogg, Garden Manager at York Gate was interviewed on BBC Radio Leeds regarding No Mow May. The Laskett's RHS Malvern Show garden received the People's Choice Award aided by an appearance on the BBC show coverage.



Thank you to all the supporters who share Perennial posts and messaging through their marketing channels – it's a brilliant way to support the charity.

GARDENS AND TRADING

Gardens

32,200+ visitors enjoyed our gardens that have been gifted to us by special supporters.



20,497
YORK GATE
Leeds



8,817
FULLERS MILL
Bury St Edmunds



2,947
THE LASKETT
Herefordshire

Shops

65,845 Perennial Christmas cards wished Season's Greetings, raising awareness of the charity.



2,530 Perennial branded items sold in our gift shops and online.
14,742 plants sold across our three gardens.

919 pairs of gardening gloves sold across our three gardens and online shop.



Sales 2024



Shops
£140,540

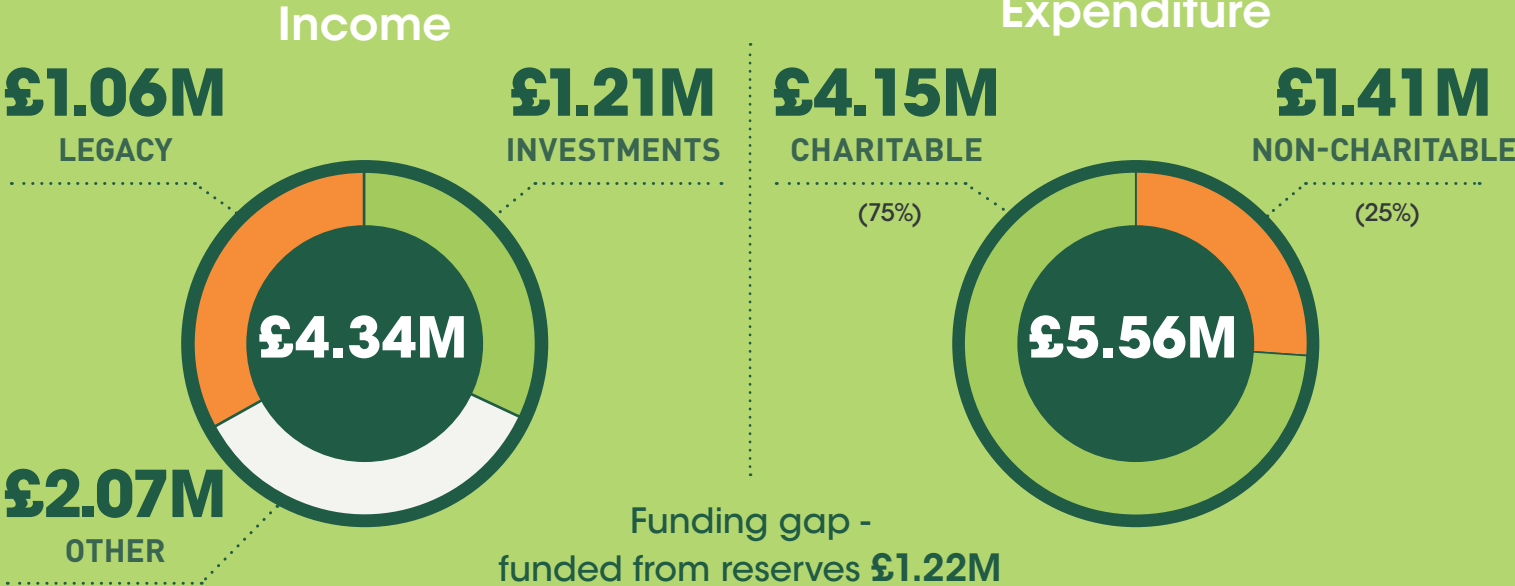


Plant sales
£89,453



Cafés
£413,204

FINANCIAL HIGHLIGHTS



We rely on the income from our investments, those kind enough to leave us a gift in their will and the generosity of our supporters and visitors to our gardens to cover the costs of achieving our charitable objectives.

The full set of accounts can be found at perennial.org.uk/aboutus.

THE CHARITY OF THE HORTICULTURAL INDUSTRY

Perennial is proud to be the charity of the horticultural trade – uniquely positioned to support people, offering practical, tailored support that reflects the realities of working in horticulture today.

By focusing on health and wellbeing, financial resilience and strengthening personal and professional networks, we are helping people across the industry lead better, more secure lives.

But we don't do this work alone – the horticulture community is essential to our mission. Together, we raise awareness, inspire action and generate the funds that make our support possible.

Wellbeing Research Report 2025 – Launched in May, this comprehensive study reveals critical wellbeing challenges across the industry, reinforcing Perennial's role as the leading voice driving positive change.

- Engaging the industry through high-profile campaigns, a new ambassador programme and multiple collaborative partnerships, 2025 will see us unite the trade around a shared goal: looking after our own.
- All our initiatives – grounded in the voices of the horticultural community, amplified by industry ambassadors and fuelled by partnerships – ensure we're not just present, but deeply embedded at every level.
- Join us. By partnering with Perennial, you'll help us reach even more individuals across horticulture, to get the support they deserve. Together, we can build a stronger, healthier and more resilient industry.



Visit
perennial.org.uk
for information
on how to get
involved.



Helping people
in horticulture
Perennial

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