



OUR IMPACT 2025



Building better futures for people
working in horticulture and their families



Helping people
in horticulture
Perennial

CONTENTS

WELCOME	2
OUR PURPOSE AND VISION	3
BUILDING BETTER FUTURES	4
SERVICES HIGHLIGHTS	6
CASEWORK IMPACT	7
FUNDRAISING	8
REACH AND ENGAGEMENT	9
GARDENS AND TRADING	10
FINANCIAL HIGHLIGHTS	11
THE CHARITY OF THE HORTICULTURAL INDUSTRY	12

WELCOME

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

This report highlights our impact on thousands of lives in 2025 and thanks our generous supporters and dedicated volunteers. Together, we are working tirelessly to build better futures for everyone working in horticulture.

OUR PURPOSE AND VISION

The horticultural community continues to navigate a complex landscape of challenges, from the persistent pressure of the cost-of-living crisis to the physical and mental demands of the industry. At Perennial, we remain dedicated to supporting individuals and families by providing tailored, practical assistance that addresses real-life hardships. By combining expert advice with accessible digital tools, we empower our community to build resilience and secure more sustainable futures, regardless of their career stage.

Our commitment to “Listening into Action” ensures we remain responsive to the industry’s shifting needs. Whether supporting apprentices entering the workforce or assisting the self-employed in planning for their financial future, we are dedicated to being a vital safety net. In 2025, the impact of our work reached new heights: we delivered over 19,000 preventative services, providing direct support to 2,445 individuals and their families.

We extend our sincere gratitude to our supporters, whose continued generosity allows us to be there for the people who care for the green spaces we all cherish.

Jamie Gault, Chief Executive



BUILDING BETTER FUTURES

19,753



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

2,445



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

926



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

385



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

1,047



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

PERENNIAL HELPED PEOPLE DISPUTE OR WRITE OFF



£235,335

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

£56,060

REDUCED EXPENDITURE FOR PEOPLE ACCESSING THE APPROPRIATE TARIFFS FOR THEIR NEEDS.



£16,373

WAS INVESTED IN EMPLOYMENT AND TRAINING SUPPORT, INCLUDING QUALIFICATIONS HELPING PEOPLE PROGRESS AND STAY IN WORK.



3,001



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

200



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

64



PEOPLE SOUGHT LEGAL ADVICE.

PERENNIAL SUPPORTED PEOPLE IN SECURING

£380,645

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



SERVICES HIGHLIGHTS

Expanded the Mental Health First Aiders project

Increased provision across the horticultural industry, enabling more individuals and teams to access trained mental health support when they need it.

Strengthened industry focus groups

Enhanced opportunities for professionals across the sector to contribute directly to service design, ensuring our support remains relevant, informed, and responsive.

Launched a new partnership with Carers UK

Created direct access routes for horticulturists who balance work with unpaid caring responsibilities, allowing them to receive tailored guidance and support.

Developing new provision for early-career Horticulturists

Began shaping dedicated support for individuals entering the industry, informed by valuable insight gathered through our recent survey.

“ This has been a huge weight off my shoulders, opening up about my concerns and have someone really listen. I don't feel so alone and overwhelmed about everything.

A quote from an anonymous service user

”

CASEWORK IMPACT

Our services are making a meaningful difference in people's daily lives.

Helpline

Our helpline continues to be a vital entry point for support, with people contacting us for a range of issues:

87% of people were more motivated to gain support or self-manage their physical/mental wellbeing.

93% had improved knowledge of where to access information to gain support or self-manage their physical/mental wellbeing.

95% of people had improved knowledge of where to access information to gain support to achieve their career goals.

Debt

Those accessing our debt advice services reported improved financial confidence:

100% of people felt supported to make changes to managing their debt.

Casework

Those with more complex challenges are supported by our national casework team.

62% of people had improved confidence to manage their physical and mental wellbeing.

73% had improved confidence managing their money.

67% of people had improved confidence to achieve their career goals.

64% felt their knowledge managing their money had improved.

FUNDRAISING

Support from the Horticulture Industry

- £125k raised by 190 Partnerships, despite challenging sector conditions.
- £36k net profit from the Dig Deep for Perennial Lunch.
- £100k donated by the National Garden Scheme and £20k donated by Scotland's Gardens Scheme, plus £4k from Scottish garden owners.
- £41k from Trusts and Foundations, steady year-on-year growth.

Individual Supporters

- £73k from Major Donors and the Fellowship, with 25 active Fellows.
- 3,512 Friends of Perennial generating £132k in membership income.

Gifts in Wills

- £1.92M raised from legacy supporters who generously left a gift to Perennial through gifts in their will.

£2.45M
RAISED INCLUDING:

£1.92M
GIFTS IN WILLS

£125K
PERENNIAL
PARTNERS

£41K
TRUSTS AND
FOUNDATIONS



“When the pressure gets high, it's reassuring to know organisations like Perennial are there to offer both personal and professional support - helping people in grounds management navigate the demands of the job while looking after themselves and the team.”

Stan Hayden,
Deputy Head of Grounds
at Fulham FC

REACH AND ENGAGEMENT

350,816
WEBSITE VISITS

72,575
FOLLOWERS ON
SOCIAL MEDIA WITH
5.91%
ENGAGEMENT

271M
PR REACH

755
NEWS ARTICLES

We were delighted that both Fullers Mill and York Gate Gardens were honoured with Tripadvisor Travellers' Choice Awards.

York Gate reached a national audience through featured coverage on BBC One's Songs of Praise, while Head Gardener Jack Ogg shared his expertise during a specialist Q&A appearance at Gardeners' World Live.

Fullers Mill hosted the book launch of 'A Jewel in the Forest' for the Icení Botanical Artists.

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
31,900+ visitors enjoyed our gardens that have been gifted to us by special supporters.



17,585
YORK GATE
Leeds



11,258
FULLERS MILL
Bury St Edmunds



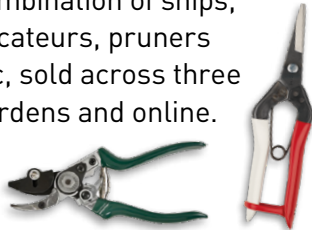
3,110
THE LASKETT
Herefordshire

Shops
54,971 Perennial Christmas cards wished Season's Greetings, raising awareness of the charity.



1,582 Perennial branded items sold in our gift shops and online.
16,588 plants sold across our three gardens.

912 garden tools, combination of snips, secateurs, pruners etc, sold across three gardens and online.



Sales 2025



Shops
£130,239

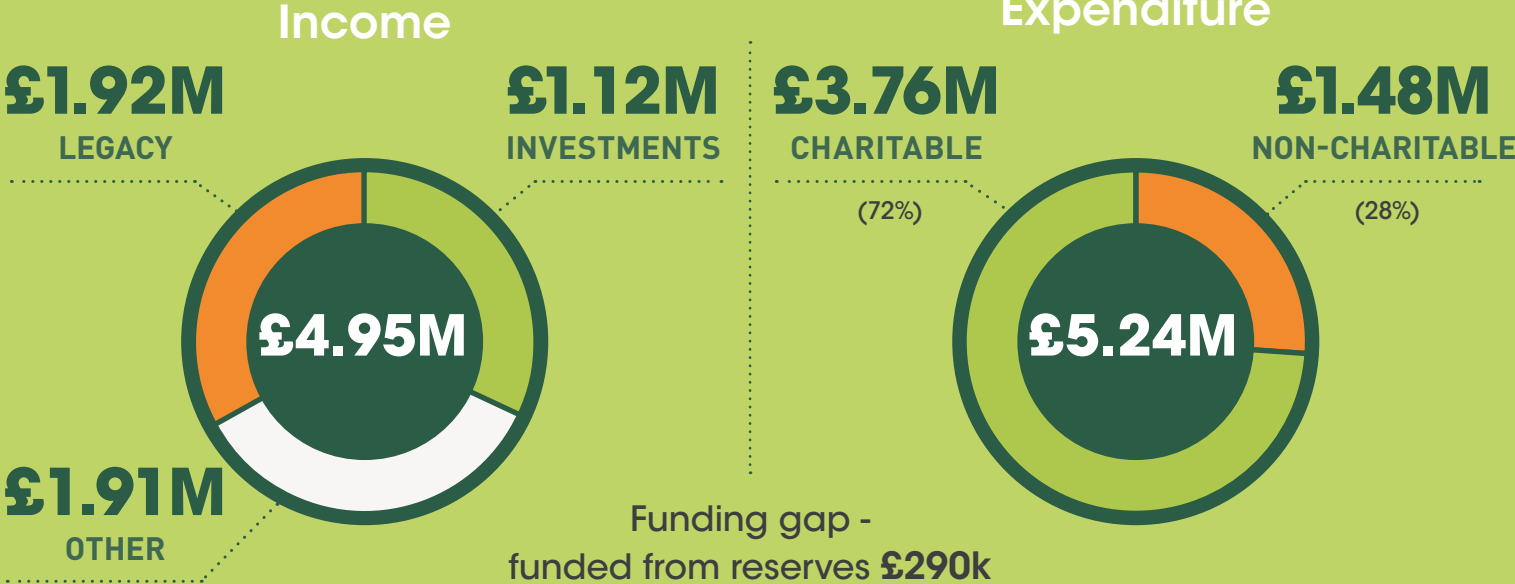


Plant sales
£88,522



Cafés
£401,784

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

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

- ✔ Listening to the industry we support remains central to everything we do. Through a combination of focus groups, subject matter experts, and our ongoing Online Panel, we stay closely connected to emerging challenges and opportunities for support. What we heard during 2025 directly shaped our work, leading to targeted activity around redundancy support and relationship wellbeing. Increases in women working within the industry and growing awareness of neurodiversity also informed the development of new focus groups, which will help shape Perennial's services in the years ahead.
- ✔ The reach and impact of our support continued to grow. The number of people benefiting from webinars and group sessions increased by 20% in 2025, reflecting both rising need and improved engagement.
- ✔ During 2025, we placed a strong emphasis on delivering activity directly with employers and the wider industry. As a result, 35% of referrals came from employees via their employers, demonstrating the growing confidence organisations have in Perennial as a trusted support partner.
- ✔ In 2025, we asked the horticulture community to share honest, practical advice for people facing real challenges when it comes to managing money, with our 'Penny for your thoughts' campaign.
- ✔ In 2025, Perennial became the first charity to offer industry specific support for horticultural employees who are also carers. Many employees balance work with the important role of caring. Without support many reduce their hours or leave work altogether.



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Perennial (Gardeners' Royal Benevolent Society) is a company limited by guarantee, registered in England and Wales (Company No. 08828584). It is a registered charity in England and Wales (Charity No. 1155156) and in Scotland (Charity No. SC040180). Registered office: 115-117 Kingston Road, Leatherhead, Surrey, KT22 7SU. Authorised and regulated by the Financial Conduct Authority (FRN: 694883).



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