

Perennial Christmas cards in over 300 pop-up shops

A lovely range of Perennial Christmas cards will be for sale at over 300 pop-up shops this festive season across the UK.

Run by Cards for Good Causes, of which Perennial is a member charity, the shops offer an unrivalled selection of charity cards as well as Christmas gifts, wrapping and stocking fillers.

Visit cardsforcharity.co.uk to find your nearest shop. You can also buy Perennial Christmas cards and gifts online at perennial.org.uk/shop



Issue 32 Winter 2016

Perennial News

Keeping you in touch with Perennial



Special Events booking now for 2017

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A day in the life of our Head of Casework

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Fill in the form below (enclosing a cheque made payable to Perennial), or telephone with your credit/debit card details: 0800 093 8792

Gifts that Transform Lives

Perennial's virtual gifts make a life-changing difference to people they help and make a thoughtful Christmas present.

What do you buy for somebody who seems to have everything? Why not give a Christmas gift that supports Perennial's work in caring for those who need support?

Perennial's virtual gifts were introduced three years ago and have raised over £14,500, supplying essential items such as winter coats, microwaves, Christmas food vouchers or paying for heating and fuel bills for those who could not otherwise afford them.

Make a difference by giving a present that supports horticulturists and their families. Purchase one of these virtual gifts and you will receive a greetings card with details of the gift which you may keep or give to your friend or family. The money paid will go into Perennial's Good Samaritan Fund which provides grants to individuals. Alternatively you may like to help with a donation.

See the full range on the website at: www.perennial.org.uk/VirtualGifts.

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 8792.

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

Are you a UK Tax Payer? Boost your donation by 25p of Gift Aid for every £1 you donate. Gift Aid is reclaimed by the charity from the tax you pay for the current tax year.

I would like to Gift Aid all donations I make to Perennial in the future, or have made in the past four years, until I notify you otherwise. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

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 3029, Reading, RG1 0TQ

A company limited by guarantee. Registered in England & Wales no: 8828584 | Charity no: 1155156. Registered in Scotland | Charity no: SC040180. Perennial's Debt Advice Service is regulated by the Financial Conduct Authority.

YPNEWS

£50  Your support could help a Perennial client keep their independence. Mobility Aids YG1403GS

£75  Your gift could help someone pay for an essential heating service. Essential Boiler Service YG1506GS

£100  This gift could help pay a crisis grant for a horticulturist devastated by winter storms. Crisis Grant YG1404GS

I would like to help with a donation of: £ Enter your own chosen amount

Legacy gift continues to fund new Perennial traineeships and apprenticeships

As the Perennial horticulture trainee programme moves into its third year at Cambridge University Botanic Garden, and the placement at Bristol University Botanic Garden nears the end of its first year, Sheila Thomson, Director of Services at Perennial, reflects on the legacy gift left to the charity by Joan Lironi in 2009.

"It is so satisfying to be able to deliver a programme, funded entirely by the generosity of Miss Lironi, that proactively tackles some of the issues our Casework Team faces on a daily basis. Our trainee placements in Cambridge and Bristol are helping to educate horticulturists which will lead to better employment opportunities and, we hope, a reduced risk of needing our help in future."

Widely regarded as one of the best practical horticulture traineeships in the UK, the *Cambridge Certificate in Practical Horticulture and Plantsmanship* is a one-year course that offers trainees the opportunity to join the Botanic Garden staff team, enjoying staff benefits and pay in addition to the certificate on completion of the course. The first of the Perennial-funded graduates has gone on to a full-time job at Alnwick Garden in Northumberland and the second has just started a three-year diploma at Royal Botanic Gardens Kew.

A similar scheme is underway at Bristol University Botanic Gardens with the first Perennial-funded trainee shortly due to start her second year of the two-year course.

The Lironi Training Fund has also allowed Perennial to establish apprenticeships at Fullers Mill Garden and, as of September 2016, York Gate Garden. Apprentices receive the equivalent of an NVQ Level 2 foundation qualification allowing them to move on to further training or employment. George Fisk is the current apprentice at Fullers Mill Garden: *"My job at Fullers Mill Garden has given me a brilliant insight into the upkeep and running of a public access garden."*



I have turned my hand to any job I've been given, learning many new skills along the way. I have run open days and worked with our team of volunteers in the garden. I've particularly enjoyed launching the garden's Instagram account over the past 12 months which has helped bring a few more visitors to the garden – it's so important now to be responsive on social media and I've loved being able to share images from the garden on a daily basis."

The Lironi Training Fund also allows Perennial to fund retraining for horticulturists who, due to illness or accident, can no longer work in their chosen horticultural profession and short courses for those who want to improve their knowledge and employment prospects.

Helping Joe for as long as it takes

Joe* has been a tree surgeon for 35 years.

After a serious accident at work, which resulted in four months in hospital and the loss of the use of a hand, Joe was left unable to work and unable to pay his mortgage or bills due to lack of personal insurance (he is self-employed).

He lives alone and didn't know how he was going to cope. After calling Perennial for help, Joe's life began to change. Our advisers have helped with everything from arranging a pre-paid prescription card to negotiating a mortgage holiday, direct financial grants, and helping with benefits applications and medical assessments. Joe will no longer be able to work as a tree surgeon but Perennial will be there to help him retrain by giving him a grant from the Lironi Training Fund and support him as he finds a new career path. We'll support him for as long as it takes.



**Posed by model. We have changed Joe's name to protect his identity.*

If you, or someone you know, has been affected by changes in working benefits and need help managing finances, please contact Perennial in confidence. Perennial's services are free to all horticulturists.

www.perennial.org.uk/help or call 0800 093 8543

Perennial CEO, Richard Capewell, to retire in Spring 2017

Richard Capewell, the Chief Executive of Perennial, has announced his plan to retire in Spring 2017. The charity is currently seeking his replacement.



Having studied economics and trained as a social worker, Richard spent the majority of his career in the social care and charity sector, most notably at Mencap where he worked for 20 years. He joined Perennial as CEO in 1999 and in his time at the charity he has been responsible for broadening, expanding and refocusing its work, to include specialist Casework and Debt Advice services, alongside its long-established benevolent fund activities of financial help and retirement housing. Perennial has also expanded its work with younger people through the merger with the Royal Fund for Gardeners' Children and the establishment of the Lironi Training Fund.

"My background in social care and my interest in providing practical casework services to those who cannot, for one reason or another, represent themselves, has defined my time here at Perennial. I feel very proud to have overseen so many positive changes within the organisation, from establishing our free and confidential Debt Advice service that annually sees an increase in clients, to ensuring all our services are available to all those who work in or are retired from horticulture."

Speaking about Richard's decision to retire, and reflecting on his time at the charity, Perennial Board of Trustees Chair and owner of New Hopetoun Gardens in Edinburgh, Dougal Philip, said:

"Richard's commitment to ensuring Perennial relentlessly pursues its goal to deliver first class services to those who need them most, has been the driving force of the organisation for nearly two decades. His legacy will be an industry that is much more aware of the charity dedicated to serving it and an organisation ready to take on the challenge of becoming bigger, better and more widespread in the future. On behalf of all the Perennial Trustees, its clients and its staff, I would like to thank Richard for all he has done for the charity over so many years and to wish him and his wife Jill all happiness for the future."

To find out more about the role of CEO of Perennial, visit the website at www.perennial.org.uk/jobs or call **0800 093 8510** for details.



Richard's pedal power during HortAid's #GoGreen campaign.

Broomfield Landscaper Challenge

In honour of Alan Broomfield, a landscaper who lost his short battle with cancer last year, a team of his friends and colleagues has undertaken an epic fundraiser.

The group from Leeds based Greenspace Solutions (now owned by GRITIT Ltd) tackled the Yorkshire Three Peaks, the Yorkshire Tough Mudder and the Yorkshire Marathon. The Broomfield Landscaper Challenge has so far raised nearly £2,000. Alan leaves behind his wife and young son.



Perennial and the NGS

We have always enjoyed a strong partnership with our largest single donor, the National Gardens Scheme (NGS).

Donations from the NGS over the past 30 years have allowed us to help thousands of horticulturists whose lives have reached crisis point. Last year alone the NGS donated £130,000 to Perennial, which represented a significant proportion of our voluntary income.

Many Perennial supporters open their gardens for the NGS, including the residents of the Six Houses in Barton near Cambridge who celebrated their 30th year of opening this summer and were presented with a commemorative sundial to mark this milestone. Owned by Perennial, the properties provide accommodation for retired horticulturists.

Perennial and the NGS have recently joined forces with GardenTags, a lively new social networking app specifically for gardeners. GardenTags is an inclusive community welcoming gardeners of all experience levels from budding novices to gardening professionals. This new partnership builds on our relationship with the NGS and will help raise the profile of both charities among the 50,000 users of the app.

You can download the app via the GardenTags website at www.gardentags.com

Start following other gardeners, share your garden photos and don't forget to follow Perennial and the NGS too!



Tickets for the annual NGS lecture at the Royal Geographical Society on 8 November are available on www.perennial.org.uk/ events. The speaker will be Sir Roy Strong, who has bequeathed The Laskett Gardens to Perennial.

Legacy: A Joyful Gift

As he prepares to celebrate 40 years working in the UK horticulture industry, Perennial Trustee Neville Stein pledges to leave a gift to Perennial in his will.

Perennial is dependent on the generosity of all those who work in the industry, and who love gardens and gardening, to plan and maintain services for everyone who works in or is retired from horticulture. Leaving a gift in a will is an easy way to safeguard the future of the charity and all gifts are welcomed, however small.

Through his role as a member of the Perennial Board of Trustees, Neville has seen first-hand the difference Perennial's services can have on the lives of people who are struggling to make ends meet or who are facing one of life's many challenges. He has pledged to leave a legacy to Perennial in his will in order to help safeguard those services in the future.

He says: *"Having the ability to plan ahead and guarantee funding for services in the future is the way in which a charity can remain viable and continue to serve its beneficiaries. Perennial relies heavily on the generosity of individuals who choose to remember the charity in their will – The Lironi Training Fund is just one example of how a generous legacy has enabled Perennial to extend its reach. I have pledged a legacy to show my support for this great industry's charity and to add my voice to all those who have chosen to remember Perennial in their will."*



Neville has been a trustee of Perennial since July 2013.



Changing your will to include a gift to charity does not need to involve a solicitor. Neville says: *"It really was very easy. I downloaded and filled in a codicil form from the internet and added it to my existing will document. It took a matter of minutes so don't be put off by the fear of paperwork, making a gift to Perennial in your will is simple."*

If you would like to remember Perennial in your will, or would like to find out more about how legacies make a difference to the work of the charity, please visit perennial.org.uk/legacies or contact Jackie Cutter on **01372 384044** or email legacies@perennial.org.uk

To find out more about how legacies work please visit: perennial.org.uk/legacies or contact Jackie Cutter on 01372 384044 or email legacies@perennial.org.uk

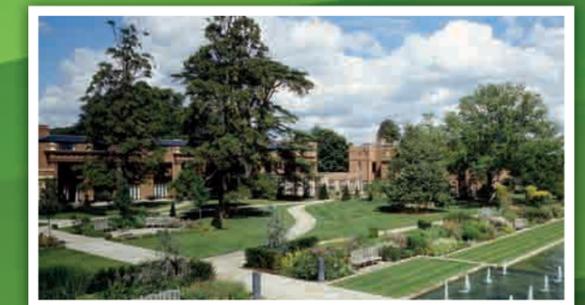
Special Events

Our 2017 Special Events programme promises behind the scenes tours of some of the best gardens in the country and tickets are already selling fast.

Perennial's range of Special Events will appeal to anyone who enjoys visiting gardens and offers the opportunity to explore a variety of spectacular gardens, many of which are not usually open to the public.

In April acclaimed garden designer Arne Maynard is hosting a tour and garden study day at his home, Allt-y-bela in Monmouthshire, focusing on creating a 'sense of place' through garden design.

Then in May, a private garden designed by TH Mawson, Tirley Garth in Cheshire, will open its doors to Perennial for the first time. The gardens are English Heritage classified and the only complete Arts and Crafts gardens in Cheshire.



The Grove Hotel.

The Grove Hotel in Hertfordshire is a highlight in July, where visitors will explore the gardens of the 17th century estate, which was restored under the guidance of award-winning landscape architect Michael Balston.

Following the sell-out success of events at Belmond Le Manoir aux Quat' Saisons and The Laskett Gardens, Perennial will be again hosting exclusive events at these gardens in 2017. All garden tours include a delicious lunch and refreshments.

Events Manager, Chris Crooker comments: *"We have a great line-up of events planned for next year and visitors always enjoy an excellent day out. Tickets for these events usually sell quickly and already the tours of the Inner and Middle Temple Gardens in London in June are sold out. Don't forget that by becoming a Friend of Perennial, you can get advance notice of the full programme before everyone else. So to avoid missing out on future events, sign up today."*

Please visit www.perennial.org.uk/events or call **0800 093 8792** for more info and to buy tickets.

To become a Friend of Perennial see www.perennial.org.uk/friends or phone **0800 093 8792**.



Arts and Crafts stonework, terracing and ornate balustrading charm visitors at Tirley Garth.

HortAid 2016

The 'Get Going for HortAid' fundraising fortnight in September raised over £55,000, bringing the annual HortAid total to over £130,000 for 2016 so far.

From mud runs and skydives to cycling challenges and marathons, Perennial supporters have pulled out all the stops and this year's HortAid is set to raise a record-breaking amount.

Chris Crooker, Perennial Events Manager says: "We can't thank our supporters enough for their drive and enthusiasm in getting behind HortAid. They have had fun and sometimes pushed themselves out of their comfort zones, but they are all helping us make a real difference to the lives of people who have nowhere else to turn."

Mahana Moo

Dozens of brightly coloured cows have decorated the Surrey Hills over the summer as part of CowParade, the world's largest public art event.

Mahana Moo is one of these gorgeous cows. Thanks to the generosity of sponsor Van Arnhem Nursery, Perennial will benefit when she comes to be auctioned.

Mahana Moo, created by artist Claire Vorstman, was a star attraction of the Surrey Hills Festival of Food & Drink and even made her way up to London to appear at the Landscape Show. As one of the top 20 "champion" cows in the parade, Mahana Moo will be auctioned off with the other finalists at a gala event taking place at Hampton Court Palace on 17 November.

Half of the money raised will go to the Surrey Hills Trust Fund and the remainder will be divided between Perennial and Roots for the Future, the charities nominated by Van Arnhem Nursery.

If you would like to own a unique piece of art and think Mahana Moo will look stunning in your garden, community or workplace visit cowparadesurreyhills.com for details of how to place an online auction bid.



Mahana Moo is a life-size cow, standing at 52" x 29" x 57".

Get involved

We hope you will join us at one of our events!

For more information, or to sign up, please contact us on hortaid@perennial.org.uk, visit www.hortaid.org.uk, or call 01372 384049.

Epic cycling challenge! Almost £35,000 raised for HortAid



3 Peakers have raised almost £35,000 and are still collecting until the end of year.

A group of hardy (read foolhardy) horticulturists have completed an epic six-day cycle from the foot of Snowdon in North Wales to Land's End in Cornwall.

The two teams of riders, some on road bikes and some on mountain bikes, climbed the equivalent of Mt. Everest (riding 759km) and Mt. Kilimanjaro (riding 530km) respectively over the course of the week. The challenge was masterminded by Brian Herbert, MD of Outdoor Options in Surrey, Matt O'Connor, MD of John O'Connor Grounds Maintenance in Hertfordshire, Darren Skidmore, MD of Skidmores in Hertfordshire and Richard Gardiner, MD of NAG Solutions in Surrey.

Brian says: "I'm still reflecting on what was undoubtedly one of the best weeks of my life. From the brilliant organisation from pie events, the sponsors and supporters that made it all possible, to the incredible team spirit and camaraderie of the whole squad and their families, clients and employers for giving them the time off, I am honoured to call myself a 'Three Peaker' and am already working on ideas for the next HortAid fundraiser!"

Kate O'Shea, Development Manager at Perennial, says: "The Snowdon to Land's End challenge represents what is possible when our industry leaders come together to support colleagues who need the help of Perennial when times get tough. I would like to thank each and every rider, their supporters, the event sponsors and the team on behalf of everyone at Perennial, and all those we help each year with support, advice and financial assistance. The money raised through this challenge – just as with any of our many incredible fundraising activities – will change lives for the better. It is an inspiration to us all to keep going and to achieve more."

Support vehicles were provided by Oakview Landscapes, Skidmores of Herts and Thurlow Nunn Vauxhall (Luton) and the challenge was sponsored by Bowles & Wyer, London Stone, Silverland Stone and Garden Link.

There is still time to sponsor the team securely online: www.justgiving.com/teams/three-peakers-ride-again or text GRBS66 £5 (or any amount) to 70070.

All funds raised will help Perennial support UK horticulturists and their families.



Two intrepid cyclists, freelance horticulturist Peter Mills and his friend John Ambrose, took part in this year's London to Brighton Bike Ride in September.

Raised nearly £2,000



This muddy team from Land Designs were one of ten teams taking part in the inaugural Nuts Challenge, raising over £13,000 for HortAid.

Raised £13,353



Raised over £130,000!



The Garden Industry Manufacturer's Association (GIMA) has raised over £6,300 for Perennial's HortAid 2016 fundraising appeal in a Charity of the Year partnership. £4,690 was raised on the GIMA Golf Day alone, with the cheque picked up by Perennial Development Manager Laura Garnett from GIMA President Chris Ramsden.

Raised £6,300



Doug Thomson and his team climbed Northern Ireland's highest mountain Slieve Donard.

Raised £1,300



Charles Blumlein from London Landscapes and garden designers Anne-Marie Powell and Butter Wakefield took part in Perennial's second skydive event. The three participants, in the centre (left to right) are Anne-Marie, Charles and Butter.

Raised £4,246



Over £3,700 was raised by our Royal Park's Half Marathon team. Well done to Nigel Bowcock, Carol Paris, Richard Stone, Cora Crowder and Denise Ewbank. #HortAid heroes!

Raised £3,700



Paresh Raithatha, Managing Director of the Ansell Garden Centre and gardener and blogger Andrew O'Brien ran the Virgin Money London Marathon for us.

Raised £5,756



Participants Annie Dellbridge, Fullers Mill Head Gardener, with her son Sam (left) and James Robbins a Garden Researcher for Which? magazine, together raised £728 while taking part in the Vitality British London 10k Marathon in July.

Raised £728

An exciting year for our volunteers

Perennial simply could not function without its fantastic volunteers and there are many ways you can get involved in the year ahead.

A growing number of people across the country give their time and effort volunteering for Perennial. Whether helping at shows and events, taking part in a fundraising challenge, working in our gardens or assisting at Head Office, our team of volunteers has made an invaluable contribution to Perennial's success over the past year.

Perennial volunteers ran both of the plant and product crèches at this year's RHS Hampton Court Palace Flower Show and it was one of the most profitable flower shows we have had. Volunteers also manned the trade stand selling our range of products, as well as helping on the Immerse water garden, designed by Cherry Carmen and sponsored by Living Landscapes, which raised awareness of Perennial.

Volunteers were also out in force at the Harrogate Autumn Flower Show, the RHS Malvern Spring Festival and the Malvern Autumn Show. We are now looking ahead to the 2017 flower show season, so if you are interested in getting involved, please get in touch.

There are also volunteering opportunities to help in our gardens at Fullers Mill and York Gate, as well as in the Cards for Good Causes pop-up Christmas card shops around the country, which sell a wide range of cards and other festive products to raise money for many charities including Perennial. If you fancy something more energetic, why not take on a challenge as part of HortAid and raise money through sponsorship?

I enjoyed myself very much indeed in such earthly paradise surrounded by like-minded people.
– Mrs T., Dorking

I really enjoyed volunteering at Hampton Court, thanks for the opportunity. I met some lovely volunteers and members of the public.
– Ms L., Twickenham

The experience volunteering with Perennial was amazing. I enjoyed the day and I met a lot of lovely people.
– Mrs P., West Molesey

We really enjoyed being part of the day/being behind the scenes and helping Perennial raise some funds.
– Mrs V., Uckfield

Volunteering is a fantastic way to meet people and give something back, and you can give as little or as much time as you like.

Find out more at: www.perennial.org.uk/volunteer

Thank you for the astounding 1,867 hours of help from volunteers this year. Every single hour makes a difference.



Our volunteers help out at trade stands throughout the summer.



Volunteers at RHS Hampton Court Palace Flower Show manned the two flower crèches.



York Gate Garden volunteers celebrate the season with a mocktail evening.



Our trade stand volunteers come back year after year.

Volunteer in 2017

- 20-23 April Harrogate Spring Flower Show
- 11-14 May RHS Malvern Spring Festival
- 4-9 July RHS Hampton Court Palace Flower Show
- 15-17 Sept Harrogate Autumn Flower Show
- 23-24 Sept Malvern Autumn Show



The Immerse water garden at RHS Hampton Court Palace Flower Show.

A day in the life: Helen Waddington, Head of Casework at Perennial

Helen has worked for Perennial for over 14 years. She is based in North Yorkshire, and manages a team of 12 Caseworkers that provide direct help and advice to clients throughout the UK.

Q: How did you hear about Perennial?

A: I was already working as an advice worker for City of York council helping people access their correct benefits. I knew of the charity and the work it did to support horticulturists as my father was a landscape gardener and my grandfather was an estate head gardener. I wanted a new challenge and when the role came up I knew I had to go for it.

Q: What does a typical day look like for you?

A: Most of my work is focused on managing the team of Caseworkers that deal directly with clients. I also do a lot of development work with referral agencies like The Trussell Trust to build relationships outside of horticulture and ensure we are being used to refer suitable clients to.

Q: And what about your team? What do the Caseworkers do in a typical week?

A: A Senior Caseworker is likely to see 4-5 clients, mostly new, each week. Once we have spoken to a client, and visited them at home, we start to tackle each part of their situation methodically. Problems are like icebergs – initially we only see the small part on the surface; benefits problems, not able to pay bills, ill health etc. But it is very rare to find only one thing – as we delve deeper we realise there is much more we need to deal with.

Q: Who comes to Perennial for help?

A: Over 60% of our clients are below retirement age. We help a lot of families with children and many of the people we see are single men – often very lonely, having lived with parents who have died. In addition, many people have learning difficulties, which makes it hard for them to access the right sort of help. In short, we can help anyone who works in or who has worked in horticulture. We can help with everything, from filling in government forms for a client to representing them in court. No problem is too big or too small.

Q: If you could change one thing about your job what would it be?

A: I would have more hours in the day. It's as simple as that. Sometimes all we need is time to be able to help people through their problems. I and my team, strive to do the best job we can and get best result for people. The reward is often being able to say 'goodbye' – we only leave when we're sure people are back on their feet.

You can read this interview in full on our website at perennial.org.uk/helen-waddington.



Greetings card range raises over £18,000

The new 'Floreo' greetings card range has already raised over £18,000 for Perennial and Greenfingers Charity just six months after its launch.

The range of cards produced by the Great British Card Company is now stocked in 200 garden centres across the UK and every card sold generates a 10p donation for both charities.

The collection features a variety of colourful garden images and 12 new designs have recently been added, including seasonal scenes with an autumn and winter feel.

The cards are priced at £2.50 each and available at www.perennial.org.uk/greetings-cards.



Perennial supports New Starters Conference at Landscape Show

The mini-conference, *Real People, Real Jobs*, was attended by around 100 students, graduates and budding horticulturists.

The event was hosted by Neville Stein, a Perennial Trustee who will celebrate 40 years working in the horticulture industry in 2017.

Speakers including John Ledwidge, Head Groundsman at Leicester City Football Club, and Sarah Cathcart, Head of Education and Learning at the RHS, spoke briefly about their jobs and offered top tips to delegates.

Laura Garnett, Development Manager at Perennial, said: "It was great to hear from people who love their job and who have worked hard to forge a career in what is often a volatile industry. Perennial is committed to ensuring everyone who works in horticulture knows about the charity and how we can help – being a part of a conference like this is a great way for us to spread the word among people who are just starting out."

Perennial and The Landscape Show are already working on plans for a similar event at next year's event. landscapeshow.co.uk



John Ledwidge addresses the delegates.