



Helping people
in horticulture
Perennial



**Building better futures
for people in horticulture
and their families**

Making a difference

“ In some ways the world in 1839, the year of our founding, was unimaginably different to the world today. The internal combustion engine, air travel, space travel, sanitation, the NHS, the internet, Facebook, Lycra, Love Island would all have seemed utterly alien and, frankly, miraculous to our Victorian ancestors. And yet in other ways the world remains much the same. The forces of nature that have been harnessed through the generations by people in horticulture have not changed. And the love, care, skill and knowledge with which people in horticulture continue to create the gardens, parks, sports and leisure grounds which make ours such a green and pleasant land have not changed either. Perennial stands alongside those among them who, for a variety of reasons, have found the going tough.

This impact report brings you the story of how we have done that in 2018. For example, last year, with your support, we were able to help people access almost £1m more in financial assistance than in 2017.



2018 was also the year we established a new strategy to deliver our purpose of building better futures for people in horticulture and their families. We are committed to REACH everyone in horticulture – if someone doesn't know about us, we can't be there for them when they need help. We will of course continue to provide that HELP, as we have been doing for 180 years. On the principle that an ounce of prevention is worth a pound of cure, we are developing new ways to PREVENT people in horticulture from needing our help by focusing on learning and development, health and well-being and on financial resilience. To meet the growing demand for our services we must continue to generate RESOURCES through intelligent investment of our reserves, continuing to encourage legacies, and growing our fundraising and trading income. And we will MANAGE our affairs to the highest standards of operational and financial efficiency and effectiveness. So that is our strategy in five words: REACH, HELP, PREVENT, RESOURCE, MANAGE.

Our gardens at York Gate, Fullers Mill and The Laskett are an integral part of our strategy, contributing particularly to our Reach objectives. Visitors to Perennial's gardens are increasing significantly, and they not only enjoy the pleasures of three of the UK's most individual and inspiring gardens, they also leave with a better understanding of what Perennial is and what we do.

These are exciting times as we strive to build better futures for people in horticulture and their families. And by "we" I mean not just trustees and staff but the large and growing Perennial family of donors, supporters, volunteers and partner organisations who are all a vital and valued part of the Perennial journey.

I hope you find what follows interesting and encouraging. ”

Peter Newman, Chief Executive

“ We never know what the future holds, but whatever happens, we are here when people working in horticulture and their families need us most. We support people struggling to come to terms with a life changing diagnosis, a bereavement, the breakdown of a relationship and those slowly recovering from a serious accident.

We also help people every day who despite working and budgeting carefully are struggling to afford life's essentials, food, housing, heating or clothing. Our services provide a personal safety net for people, unable to gain the help they need. Last year we worked with even more people experiencing crisis and emergency situations.

We are developing partnerships to help us prevent the problems that people working in horticulture face, but when they do need us, to support them to stay healthy, happy and independent for as long as possible.

We need to reach everyone across horticulture who needs our help, so your support is vital. Thank you. ”

Julia Hayne, Director of Services





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ANDY'S STORY

Landscape gardener Andy Perry needed to have his leg amputated after developing sepsis from an infected bite. When he was at his lowest, struggling both financially and emotionally, Perennial stepped in and helped Andy with finances but also by providing adaptations to his home that the family desperately needed.

"My illness meant my business closed overnight. One day a full order book,

working every day, the next I was in hospital and close to death. Perennial took the weight off my shoulders, sorted out our finances and dealt with creditors, which allowed me to focus my energy on the things I needed and it really helped.

I can't thank Perennial enough, they have helped get me back to work and have been absolutely incredible. My wife and I are happier than we've

been for a long time - we are able to sleep easily and we're no longer worried about opening the post. My children don't even know that we were in financial trouble and that's fantastic. They now also have a beautiful safe place to play in and I can be outside watching them play."

To read Andy's full story visit www.perennial.org.uk/andy

Number of people helped by Perennial



How Perennial helped in 2018

Whilst the numbers of people working in horticulture being referred and accessing our support has remained relatively static, the complexity of cases has increased substantially, leading to our service team spending additional time with people needing our help. The impact of austerity measures across society has seen social problems growing in scale and specialist frontline services continuing to

reduce available support. Throughout 2018 the depth and complexity of the issues faced across the industry and our supporting role has continued to deepen. The reasons for poverty are complex and with the reduction of state support for those on low incomes, increasing housing costs, lower paid work and poorer health outcomes - the impact can be immense.

Our services in action

We have seen a growing number of people needing crisis and emergency support. We have helped in the following ways:



We have helped **512** people with debt. That's a year-on-year increase of **16%**

£1.8_m

claimed in benefits by Perennial clients

The average increase in benefits claimed for new clients in 2018 was approximately

£50

£3.7_m

in financial assistance accessed by clients (an increase of over £970,000 on 2017)

£126,063

spent on training for horticulturists. That's a...

60% year-on-year increase

£1,846,168	Statutory benefits accessed
£1,330,119	Debt written off
£292,800	Financial help from Perennial
£12,697	Grants from other sources
£11,616	Cash from other sources
£57,720	Educational & welfare support to children
£126,063	Training courses for people in horticulture



We know there is a significant need for Perennial's help and advice but one of our challenges is to ensure people know about us in the first place. We are committed to increasing our reach every year and increasing voluntary support for Perennial through many different fundraising activities and Special Events.

Website visits

93,242

25% increase on 2017



Press coverage

Number of media articles

513

average of 1.4 per day



Audience reach

18.5m

5% increase on 2017



Social media

Facebook reach

2,087,552

average of 174k reach per month



2,116,000

average of 176k impressions per month



Income

Investments 38.5%
£1,474,000

Donations 14.2%
£544,000

Gardens 3.9%
£150,000

Legacies 37.8%
£1,449,000

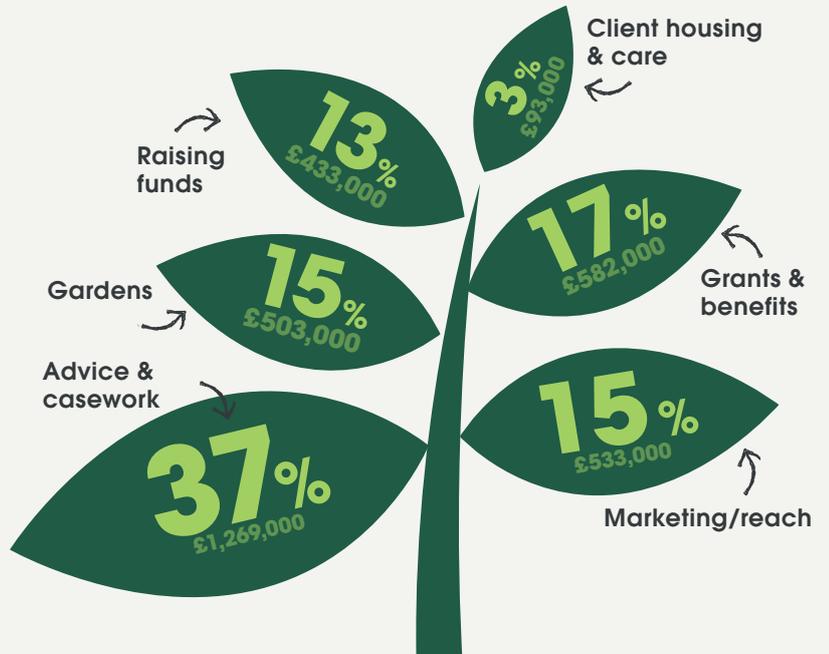
Fundraising events 3%
£115,000

Accommodation 1.6%
£61,000

Other 1%
£40,000

TOTAL £3,833,000

Expenditure



TOTAL £3,413,000

The figures above exclude the legacy of £4,584,000 from Bernard Tickner's estate. Bernard's legacy has been designated for use at his garden - Fullers Mill.



Perennial's gardens

Our gardens are vital in helping us raise awareness. The thousands of people who visit every year help to spread the word that Perennial is here to help. This is demonstrated by increases in supporters and people we help near our gardens and beyond.

YORK GATE

York Gate enjoyed another fantastic season in 2018 with visitor numbers up 54% on the previous year thanks to a combination of good weather, the growing reputation of the garden and the hard work of Head Gardener Ben Preston and his team of staff and volunteers. Building on this success, we are now investing in developing the garden in order to improve the visitor experience.

Four years ago we acquired the property adjoining the garden and

this gives us the opportunity to relocate our tearoom, which has been so popular, to the cottage next door doubling our catering capacity to 50 covers. We'll also create a new on-site car park to relieve pressure on the roads around Adel, making it safer for everyone arriving at the garden. We are creating a new garden at the front to complement the existing garden that will form the new main entrance. Work is due to start in the autumn and visitors will be able to enjoy the new facilities from spring 2020.

This exciting project will help increase the garden's profile, in turn giving us a greater opportunity to raise awareness of Perennial. Self-employed and retired people are usually the hardest for us to reach but many of the visitors to York Gate use the services of self-employed gardeners, tree surgeons and landscapers in their own gardens. The help of garden visitors in spreading the word that we

are here to help everyone in horticulture is a vital part of how we can reach more people. We want our gardens to become regional hubs with a strong focus for support, but also for outreach – indeed we can already see that Yorkshire is a hotspot of Perennial activity. In 2018 23% of the people Perennial helped were from the North of England and 8% from Yorkshire.

We now have more than 100 volunteers supporting the garden, shop and café. Our volunteers are some of our greatest ambassadors helping to spread the word about how we help. The Friends of York Gate scheme continues to grow and membership now stands at over 600. They support the growing programme of events, which includes the very popular Snowdrop Week in February.

2018 visitors: 12,097 **54%**

© Ben Preston



THE LASKETT GARDENS

In 2015 Sir Roy Strong CH made the decision to bequeath The Laskett Gardens to Perennial upon his death, so that they can be preserved for the future and continue to be enjoyed by visitors. These well known, autobiographical gardens were created by Sir Roy and his late wife Julia Trevelyan Oman and we are honoured that he has chosen us to be their custodian. The strong relationship that has developed between Perennial, Sir Roy and his team at The Laskett will help ensure the eventual smooth transition of the garden to Perennial.



FULLERS MILL

Fullers Mill welcomed more visitors than ever before in 2018 with figures up 77% on the previous year. This significant increase shows the ever-growing popularity of the garden, which is carefully maintained to an exceptional standard by Head Gardener Annie Dellbridge and her team. An appearance on BBC Two's Gardeners' World further helped boost numbers, while events such as the Suffolk Plant Fair and special openings for the National Garden Scheme also drew additional visitors.

Following the death of the garden's creator Bernard Tickner in 2017, Perennial now fully owns the garden

and house. We are committed to conserving Bernard's unique garden, which he entrusted to us, as a destination of importance for garden lovers. This in itself is a large job, for example over the winter months the mill pond was de-silted and a new bridge constructed over it, which looks fantastic. We are now considering proposals to further develop visitor facilities at the garden to ensure its success well into the future.

Annie and her staff are supported by over 50 volunteers, who help in both the garden and the tea room, but we are always on the look out for more.

Not only do our volunteers do a tremendous job, but volunteering is also richly rewarding for those taking part, giving a sense of community and friendship as well as the chance to learn new skills. The garden is supported by the Friends of Fullers Mill, which has now grown to more than 400 members. They hold talks and other events, which also help to generate interest in the garden and Perennial.

2018 visitors:
6,700

77%

LEIGH'S STORY

Perennial helps people like Leigh, a self-employed landscaper who developed an acute skin condition as a result of stress at work. He was unable to work while he waited for treatment and as a lone parent with bills to pay, he worried about money and fell into depression. He says: "The bills didn't stop, so I didn't. My condition made me mentally depressed and I just didn't know how I was going to cope.

I was referred to Perennial and within a week I had received a visit from my caseworker. He was brilliant from day one, helping me fill in the forms to apply for financial help while I was unable to work. He made all the phone calls and was so patient and organised about everything. It was like a huge weight had been lifted



and I know that it has contributed to my recovery.

After a 6 month wait I was referred for regular UV light treatment at Salisbury hospital. Although the individual sessions last only a few minutes the recovery process is very slow. My hands and feet are getting better now though and I am able to stay on my feet for longer periods each day.

If it wasn't for Perennial I don't know where I'd be now. They're patient, they don't judge. You just feel like you're being looked after, when you can't look after yourself."

You can read more about Leigh and watch a short film about how we helped at perennial.org.uk/leigh

Why are we here?

Our purpose is to build better futures for people in horticulture and their families.

Our vision is that every person in horticulture in the UK will be aware of Perennial, will understand what help they can receive from us, and will be confident to get in touch should they need our help.

Our charitable objectives help to guide how we make decisions. These are:

- To give relief and help to people and their families working in or retired from horticulture when they need it most
- To support education and training in horticulture
- To maintain and preserve gardens with historic or aesthetic importance for training, rehabilitation and to be enjoyed by everyone

Looking to the future

Our strategy is:

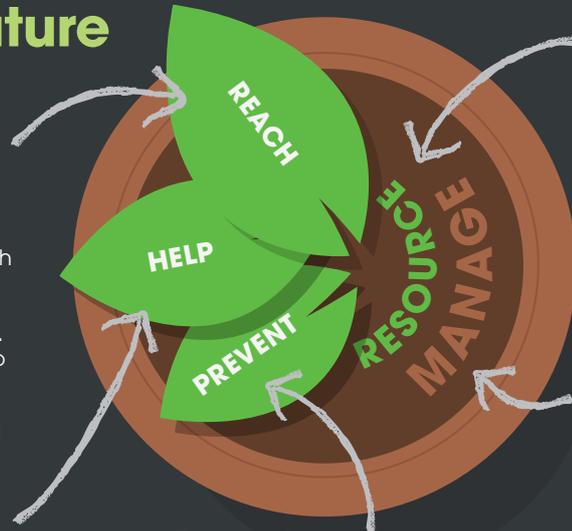
Reach - We will significantly increase awareness of Perennial among people in horticulture and the garden loving public through the creation of a network of Perennial 'hubs' across the UK, the development of effective partnerships with key sector organisations, and through our marketing and communications. Our gardens are a key element of this strategy. They enable us to reach the public, and to create effective networks of people in horticulture, volunteers and supporters. Over the coming years we will look to add suitable, strategically located and high quality gardens to our portfolio.

Help - We will continue to deliver the highest standard of tailored casework and debt advice services on a one-to-one basis for as long as individuals need our help.

Prevent - We will continue to work with organisations in the sector to build on training initiatives to equip people in horticulture for career success and map current need within the sector in order to plan effective and innovative prevention techniques.

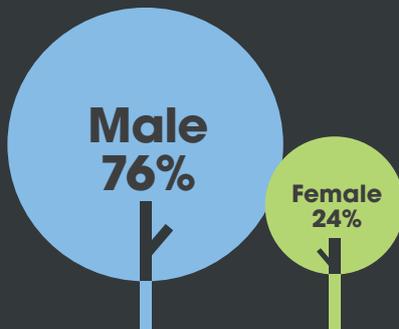
Resource - Our ambitious goal to reach more people in horticulture every year is likely to increase demand for our services. We therefore need an ambitious and diversified plan to generate income through investment returns, corporate partnerships, individual supporters, legacies and trading.

Manage - We will ensure Perennial is effectively managed, adequately resourced and our reputation maintained within the UK horticulture industry.

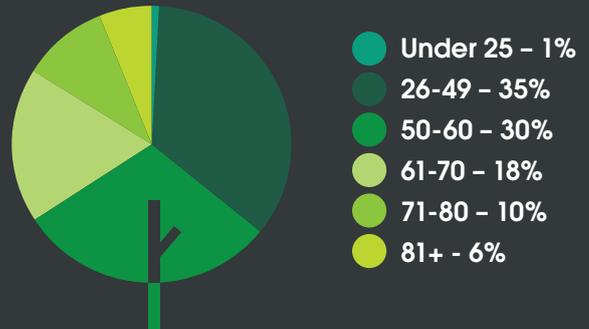


Who did we help in 2018?

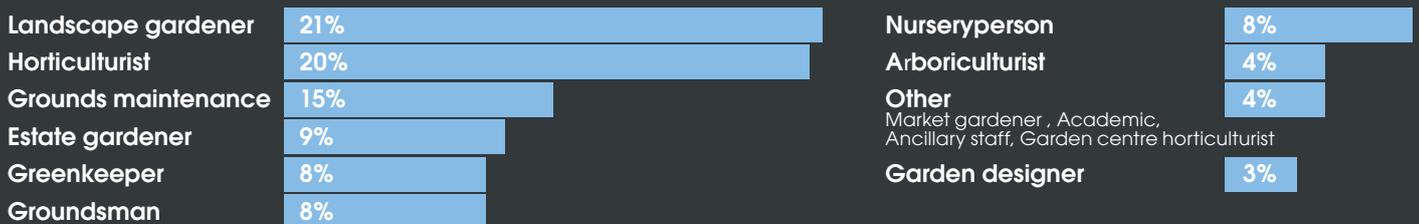
Gender profile 2018



Age profile 2018



Employment profile 2018



We know there are people who could be benefiting from our help, if only they knew about us. We need your support so we can reach and help people and families in need. Find out more about how you can help the only charity for all those working in horticulture.

www.perennial.org.uk | 0800 093 8510 | info@perennial.org.uk



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