



OUR WORK | A summary

2020 will be remembered as a year of disruption, sickness and anxiety. The horticulture sector has been hit hard with nurseries and garden centres forced to close, staff furloughed and shows and events cancelled with severe consequences for many businesses and self-employed operators. Consequently the number of people we have helped increased by 25% over 2019, which was already an all-time high.

From the first lockdown the trustees determined that we would provide whatever help was needed, a goal that through agility, pragmatism and hard work across our team of staff and volunteers has been achieved. We continue to receive many requests for help from people affected by the pandemic, and as government furlough schemes, mortgage holidays and other support measures are withdrawn we expect this to continue through 2021 and beyond.

So we anticipate further challenges as we continue to build better futures for people in horticulture and their families. But with the support of the growing number of our partner organisations, donors, supporters and volunteers, we will continue to be a lifeline for people when they need it most.

Peter Newman, Chief Executive

HOW YOU CAN HELP

Join us by becoming a Friend of Perennial, volunteer or corporate partner, donating, fundraising, visiting our gardens and so much more.

Sign up to receive our latest news and event details by visiting [Perennial.org.uk](https://perennial.org.uk), calling **0800 093 8510** or emailing info@perennial.org.uk

And please always remember to tell someone who you think may need our help and support about us, we are always here for them on **0800 093 8543**.



Helping people
in horticulture
Perennial

**Perennial is helping people
build and live better lives.**

“Our experience with Perennial
has been life-changing.
Two years ago we felt
helpless and unsupported.
Today, knowing we can speak
to someone makes all the
difference. The pressure has
been lifted and that's
an amazing feeling for
me and my family.”

REACH

Increase awareness of Perennial among people in horticulture and the garden-loving public.



PREVENT

Work with organisations in the sector to build training initiatives, identify needs and deliver effective prevention techniques.



MANAGE

Ensure Perennial is effectively managed, adequately resourced and our reputation maintained with the horticulture industry.



PERENNIAL'S STRATEGY FOR THE FUTURE

HELP

Deliver the highest standard of casework and debt advice services to meet the ever increasing demand for our support.



RESOURCE

Increase our income to support the developing needs of the sector through effective investments, partnerships, legacies, supporters and volunteer networks.



Head office: 115 - 117 Kingston Road, Leatherhead, Surrey, KT22 7SU
01372 373 962 | info@perennial.org.uk | perennial.org.uk

A company limited by guarantee. Registered in England & Wales company no: 8828584. Charity no: 1155156. Registered in Scotland. Charity no: SC040180.
VAT no. 9912541 09. Perennial's Debt Advice Service is authorised and regulated by the Financial Conduct Authority (fca.org.uk)

2020 | **Perennial**
Impact Report

HOW PERENNIAL HELPED IN 2020

2020 was a year like no other, the impact of the pandemic on people working in horticulture is yet to be realised. What is clear, is the number of people needing our help and who will continue to need our help will grow as restrictions are lifted and the true social and financial impact is understood.

Throughout 2020 our key focus was on ensuring that our resources were being used to deliver the most effective interventions, basing decisions and practice on what really works and looked to stop crisis and emergency circumstances at source.

We reviewed our services, to better understand the key challenges people working in horticulture face and we used this as a blueprint for change, enabling us to meet a 25% increase in demand and allowing us to offer flexible and scalable services throughout the crisis.



SOCIAL MEDIA
33.6k followers
2,888 tweets & posts



WEBSITE
230,667 visits to the website



COVID-19 SUPPORT
WEBPAGES
3.5k visits



PR AUDIENCE REACH
32.4m
578 news pieces



TRADING
2,584 orders
£47.1k plant sales
£240k Turnover

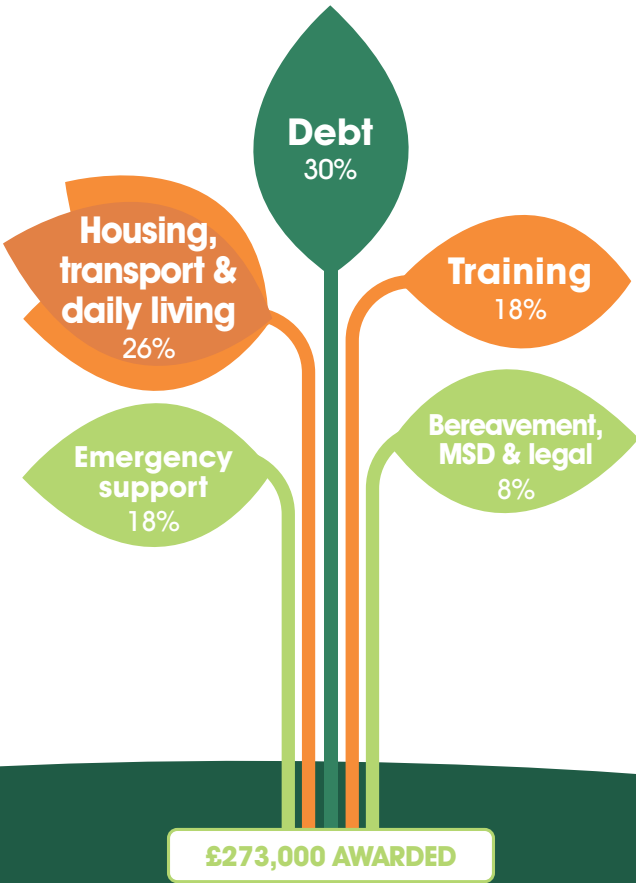
PERENNIAL'S REACH

Awareness of Perennial will ensure that everyone who needs us knows we are here for them. We responded rapidly to the Covid-19 pandemic, providing the latest information and government advice to the industry and launched our new services as planned.

We developed and delivered a direct mail emergency fundraising appeal. Despite our gardens being closed for a significant amount of the year and our fundraising events cancelled we built and maintained strong digital engagement through our celebrity Quiz series and Gardening Competition.

“The last few years have taught me how precious life is. I'm so grateful to Perennial for giving me the opportunity to grow professionally.”

FINANCIAL HELP



“Getting help from the professionals at Perennial was an absolute godsend. Nothing was too much trouble.”

