



Helping people
in horticulture
Perennial

Garden Press Event 2024

Hi, we're Perennial, the UK's only charity helping people in horticulture.

Scan the QR code to download our latest press releases and accompanying images.

What's new?

- **NEW digital resources for Carers**
Those responsible for caring for someone else within the horticultural community can now access a free online tool through Perennial.
- **Plants for Perennial**
Back this year with four nurseries coming together to support people in the horticultural industry by making donations from the sale of a collection of perennials, shrubs and climbers.
- **Party for Perennial**
Let's come together to make a difference for all those working in the industry.
- **Dig Deep for Perennial**
A year-long fundraising campaign for Perennial in readiness for the charity's new, feel-good fundraising lunch and Silver Shovel Spotlight Recognition Awards.



How you can help

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. In order for us to reach everyone working in horticulture who one day might need our help, we need you to write about us. Please support us in building better futures for people in horticulture and their families.

For more information email: marketing@perennial.org.uk or visit perennial.org.uk

About us

We're there for our horticultural family of all those working with plants, trees, flowers or grass, as well as those who have retired.

The ultimate aim is for everyone to know that Perennial is there for them. That not only is there free, tailored one-to-one confidential support on hand when needed, but that everyone can access the free advice and information available 24/7 online; covering topics such as the impact of health issues, bereavement, redundancy, family breakdowns, career progression, as well as impartial money management and health & wellbeing tools.

(Please turn over...)



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Whether it's for personal, health related reasons, following an accident, support for your family, or general money matters we're always at the end of the phone at **0800 093 8543** or online at perennial.org.uk.

Arborists | Florists | Foresters | Gardeners | Garden Centre Employees | Garden Designers | Greenkeepers | Grounds Staff | Growers | Landscapers | Nursery Staff | Tree Surgeons | Viticulturists...

About Perennial's Gardens

Our beautiful [gardens](#) let plants and people bloom. These restorative green spaces have been generously given to us by special supporters. By sharing their most treasured places, we can tend to the UK's horticulture industry. When you visit, you're not just enjoying the scenery, you're part of a lifeline. The funds we raise through our gardens help us to build better futures for people in horticulture and their families.

We have three unique gardens. York Gate in West Yorkshire is inspired by the Arts & Crafts movement. Fullers Mill in Suffolk is an enchanting, quiet waterside oasis. The Laskett in Herefordshire is a creative memorial that celebrates the arts. Visit perennial.org.uk/gardens.

Head office: 115 - 117 Kingston Road, Leatherhead, Surrey, KT22 7SU
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New, digital resource for carers within the horticultural community from Perennial



Those responsible for caring for someone else within the horticultural community can now access a free online tool through the charity Perennial, to help them manage caring responsibilities effectively and give them peace of mind.

Personalised support and information, hands-on guides and useful tools are available to everyone working with plants, trees, flowers or grass who is looking after someone who can't look after themselves.

Clare Downs, Perennial's Head of Preventative Services says: "We've teamed up with Carers UK to offer a supportive resource that provides practical, emotional and financial information to people working in horticulture and their families who are caring for others. Looking after someone who can't look after themselves can impact your health, your job, your finances and your social life. We hope this specialist tool will help carers within our community to build networks of support, find information relevant to their needs, stay resilient themselves and manage the care they give more effectively."

Having the right information at the right time can make a huge difference to both carers and the person they look after. Carers can create an account to access and combine Carers UK products and resources with their own care support information.

The Carers UK Digital Resource includes a care co-ordination app called Jointly, that helps those responsible to set up a 'circle of care' around the person they care for, so everyone is kept in the loop and important information is centrally shared. There's also 'How to' guides and resources covering key topics such as health and wellbeing, technology and work, as well as five 'About Me' e-learning courses on building emotional resilience and finding support, and a guide to caring which gives tailored advice. Plus, a Financial Planning tool to help manage the costs associated with caring.

To access the free resource, go to carersdigital.org and create a personal account using Perennial's special free access code **DGTL2211**.

For more information head to perennial.org.uk/care



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By offering the right information and support at the time it is needed, the charity aims to help build better lives for all those within the horticultural industry – and have been for over 185 years.

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Plants for Perennial continue to Bloom

Plants for Perennial



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Plants for Perennial are back blooming in homes and gardens across the UK in aid of all those who work with plants, trees, flowers or grass.

The showy plant collection from four major wholesale nurseries in Hereford and Worcester, raised £16,000 for Perennial, the charity helping people in horticulture. Every plant adds a seed of hope to someone's life while creating an abundance of colour, form, fragrance and wildlife in gardens.

Two new garden favourites join the collection for 2024, with a total of six now available to buy in stores this summer including perennials, shrubs and climbers.



Look out for:

Allensmore Nurseries:

NEW Fuchsia Waltz Jubilteen - 'Flowers that look straight at you!'

Dianthus 'Pink Celebration' – Clusters of fragrant, pink flowers with a distinctive ruffled edge and a sweet, spicy fragrance all summer.

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The Bransford Webbs Plant Company:

Nemesia 'Peaches and Cream' - Heavily scented blooms of pink and lemon throughout summer, attracting bees to the garden.

New Leaf Plants:

Clematis 'Prince George' - Freely produces an abundance of white flowers with pale blue undersides throughout summer.

Wyevale Nurseries:

NEW Hydrangea 'Cherry Explosion' – Large, red petals surround clusters of small, pastel pink, star-shaped blooms, creating an outstanding contrast. The serrated leaves are lush and green throughout the spring and summer. The gorgeous lace cap flowerheads change from cherry red to burgundy in the autumn.

Salvia Cuello Pink and Cuello White - Both salvias flower early summer to late autumn and are bush forming and wildlife friendly.

Perennial Corporate Partnership Manager Phil Swainston comments: "We're thrilled that Plants for Perennial are continuing to bloom, with huge thanks to Allensmore Nurseries, The Bransford Webbs Company, New Leaf Plants and Wyevale Nurseries. Buying these Very Important Plants (VIPs) this year will raise even more funds and awareness for people working in horticulture and their families, whose plant and garden creations we all benefit from."

Every day the UK horticultural community lifts the nation's wellbeing through beautiful parks, commons, woodlands and gardens. Behind the green scenes are the stories of the people who grow, protect, design, build and promote these all-important spaces. Despite the contribution their work makes to people's wellbeing, jobs in horticulture can be hard - seasonal, attract low pay and dependent on good health and family support.

Pick up a Plant for Perennial at your local garden centre to show your support.

ENDS

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Get involved at perennial.org.uk/getinvolved

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Book tickets for horticulture's party of the year!

Party for Perennial 2024

Proudly sponsored by Core Landscape Products
Thursday 9 May, Core, Bank, London, EC4N 1TX



Party for Perennial this spring at your charity party of the year! Let's come together to make a difference for all those working with plants, trees, flowers or grass.

Gather your friends and colleagues from across the industry and mark your calendars for Thursday 9 May, 7pm at Core Bar, London. Get ready for an evening buzzing with camaraderie, excitement and generosity in support of Perennial, the charity helping people in horticulture.

In the charity's 185th year, the fundraiser, proudly sponsored by Core Landscape Products, is a memorable way to dig deep for your industry peers while making new connections and catching up with familiar faces. The ticket price of £35 includes bubbles on arrival and some delicious nibbles, plus the chance to win some great prizes in the Party for Perennial raffle.

"Phil and the team at Perennial play a vital role in our industry. We have been big supporters of the charity for the last few years and try to help wherever we can. Party for Perennial is always a great night out and with the chosen venue being called 'CORE' it just made sense to sponsor this fantastic event," says Manni Keates, Managing Director of CORE Landscape Products.

Anita Bates, Perennial's Director of Marketing and Fundraising comments: "Our popular annual party is a highly rewarding evening spent with friends and colleagues and an entertaining way to help us raise money to support more people in horticulture. Every time our Perennial Partners and supporters buy a ticket and dig deep, people and their families have a chance to build better lives. Whether taking on a Milestone challenge in May or hosting a fundraising event, your wholehearted efforts all year make a difference in the ways we can help. It's only through growing our partnerships with businesses and organisations that we can reach more people. Tickets are on sale now, so please put the date in your diary and join us!"

Perennial knows only too well that times are tough, particularly amidst the current cost of living crisis. Consequently, there's been a significant 21% increase in individuals seeking personal support. The charity's online tools have also become more important with a 27% increase in people accessing digital resources.

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There are lots of reasons why people turn to the charity, such as bereavement, the impact of an accident, health issues or a family breakdown. As the only UK charity helping everyone working in or retired from horticulture and their families, Perennial relies on support from the industry.

All proceeds from Party for Perennial ticket sales and raffle help support people in need. Every time Perennial's supporters dig deep, they make a difference to the lives of people in horticulture and their families.

Let's make this an unforgettable event while making a positive impact in our community!

Book tickets and join the fundraising at www.perennial.org.uk/party

ENDS

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Let's Dig Deep for Perennial with a year-long fundraising campaign and new, feel-good fundraising lunch and awards

Dig Deep for Perennial Fundraising Lunch
Friday 4 October 2024, The Cumberland, London, W1H 7DL



Get ready to embark on an exciting journey with us as we dive into the heart of Perennial's mission through our year-long fundraising campaign, Dig Deep! This is your chance to make a real difference to the lives of those in horticulture.

36% more people turned to Perennial over the past year, putting its services under considerable demand. To rally support for the community, the charity is launching Dig Deep for Perennial, a new fundraising campaign for all those working with plants, trees, flowers or grass.

Throughout the year, we'll be inspiring you to get involved in fundraising activities, each contributing to our aim of helping people in horticulture. And what better way to top off a year of generosity and dedication than by coming together and celebrating all of our fundraising activities at our Dig Deep fundraising lunch.

Join us as we celebrate the incredible efforts and achievements of our supporters at the Silver Shovel Spotlight Recognition Awards. It's a chance to celebrate the passion and commitment that drives us all to make a positive impact.

Join 'team hort' with your own fundraising activities, from a group bake sale to a solo marathon. Dig Deep all year, then celebrate your efforts together at the fundraising lunch with Perennial in what is the charity's 185th year. Everyone who pledges their time, energy or funds, through incredible challenges, fundraisers, special events, activities and gifts is invited.

Gather with your fellow supporters and celebrate your good deeds on Friday 4 October 2024 from midday to 4pm (...feel free to cheer yourselves on into the evening!) at The Cumberland, London. The ticket price of £120 includes "cheers to you" fizz on arrival and a celebratory 3-course meal with wine, plus a heartfelt "thank you" from Perennial President Alan Titchmarsh as Special Guest Speaker.

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Listen up for an extra special shout-out in Perennial's new, Silver Shovel Spotlight Recognition Awards as you take part in a lively afternoon of anticipation and bidding banter. Host James Alexander-Sinclair is presenting the Awards alongside Perennial's famous Envelope Raffle and Live Auction. Will you be recognised for Digging Deep in 2024 and take home a shiny silver shovel?

Anita Bates, Perennial's Director of Marketing and Fundraising comments:

"Every year, our supporters dig deep, whether taking on a Milestone challenge in May or hosting their own event to raise funds. This year we need more of you than ever to "dig deep"! People should feel so proud of their good deeds. Our new, campaign and annual lunch and awards recognise all their wholehearted contributions and commitments, and keeps up the momentum by raising even more funds. Times are tough, particularly amidst the current cost of living crisis. We've witnessed a significant 21% increase in individuals seeking personal support from us. Our online tools have also become more important with a 27% increase in people accessing our digital resources.

Let's come together as a community for this end-of-season fundraising dig, which will go towards helping people during the winter period and beyond. Tickets are on sale now, so please put the date in your diary, dig deep all year and join us!"

Every time Perennial's supporters dig deep, they make a difference to the lives of people in horticulture and their families. There are lots of reasons why people turn to the charity, such as bereavement, the impact of an accident, health issues or a family breakdown. As the only UK charity helping everyone working in or retired from horticulture and their families, Perennial relies on support from the industry.

The annual Dig Deep for Perennial Fundraising Lunch is the event of the year to get together with friends and colleagues in support of your community.

Book your spot at perennial.org.uk/lunch. Tables of 10 get the 10th place free!

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Dig Deep for Perennial Fundraising Lunch

Venue: The Cumberland, Great Cumberland Place, Marble Arch, London, W1H 7DL
Date: Friday 4 October 2024
Time: 12-4pm
Tickets: £120 Standard Ticket (including 3-course meal and half a bottle of wine per person)
£1,080 Table of 10 (10th place free)
Dress Code: Lounge suits
Please note: Dig Deep for Perennial Fundraising Lunch replaces Perennial's Festival Dinner.