



# OUR IMPACT 2022

Building better futures for people working in horticulture and their families.



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# WELCOME

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

This report highlights our impact on thousands of lives in 2022 and gives thanks to our generous supporters and volunteers. Together, we work tirelessly to build better futures.

# OUR PURPOSE AND VISION

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Living and working well while feeling healthy and happy is our goal for all those in horticulture. We are here to provide support for those facing challenging times as well as helping to prevent issues from arising and enabling people to be more in control of their wellbeing.

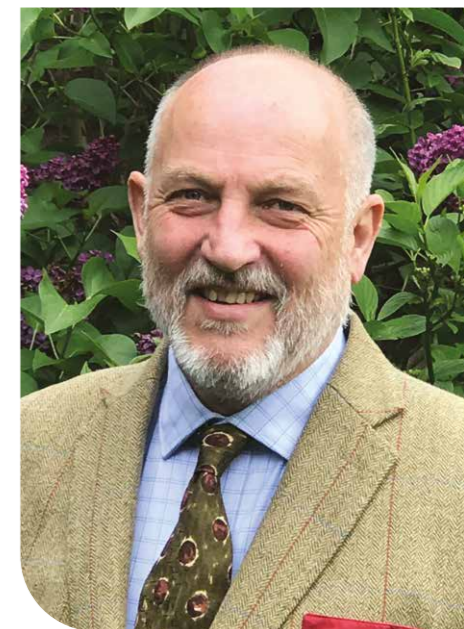
We helped more people than ever in 2022, delivering some 24,000 preventative services and activities, with 1,895 people and their families receiving personal support from our professional team to improve their lives. With dedicated online resources, tools and apps such as 'nudge', our new money-management tool, alongside our one-on-one support services, we aim to offer something of benefit to everyone within the UK's horticultural community.

Our vision is for all those who work with plants, trees, flowers or grass to know who we are, how we can help and to be sure to get in touch should they need us.

In 2022 we reached an extraordinary number of people through *The Perennial Garden with Love* at the RHS Chelsea Flower Show. This contributed enormously to our ability to reach both people in horticulture and the garden loving public.

On behalf of everyone we've helped, thank you for your support which helps to provide people in horticulture with the chance of a brighter future.

**Peter Newman, Chief Executive**



# BUILDING BETTER LIVES

**23,919**

PRO-ACTIVE PREVENTATIVE ACTIVITIES AND SERVICES WERE DELIVERED.



**700**

TRADE SHOW VISITORS MONITORED THEIR HEALTH USING OUR HEALTH KIOSK, BLOOD PRESSURE CHECKS AND GRIP STRENGTH TESTS.



**1,895**

PEOPLE AND THEIR FAMILIES WERE HELPED BY OUR SERVICES TEAM WHO WORK WITH FAMILIES TO IMPROVE LIVES.



**115**

PEOPLE TOOK CONTROL OF THEIR MONEY AND FINANCIAL WELLBEING WITHIN THE FIRST FEW WEEKS OF THE LAUNCH OF 'NUDGE', OUR FINANCIAL MANAGEMENT TOOL.



**45**

BUSINESSES SUPPORTED THEIR EMPLOYEES THROUGH OUR MENTAL HEALTH FIRST AIDERS' TRAINING PILOT SCHEME.



**20%**

MORE PEOPLE SOUGHT LEGAL ADVICE WITH

**53%**

SEEKING HELP WITH EMPLOYMENT ISSUES.



**420**

USERS WERE GUIDED BY OUR HEALTH AND WELLBEING APP.



**873**

PEOPLE SEEKING ADVICE AND INFORMATION TURNED TO OUR HELPLINE.



**51**

PEOPLE WITH ACHES AND PAINS WERE GIVEN ACCESS TO FREE PHYSIOTHERAPY.



**7,047**

USERS RECEIVED DIGITAL ADVICE AND INFORMATION.



**76**

PEOPLE WERE HELPED WITH TRAINING TO ENHANCE AND DEVELOP THEIR CAREERS.



**134**

FOOD PACKAGES HELPED FAMILIES AND THOSE IN NEED TO PUT A MEAL ON THE TABLE.



## SERVICES HIGHLIGHTS

- ✔ Mental Health First Aider pilot programme launched to create a culture of mental wellbeing in the workplace by training people to be the first point of contact for colleagues.
- ✔ Free personalised money management tool, 'nudge', introduced to help improve people's financial wellbeing with relevant financial information that can have a positive impact on their money management.
- ✔ Health & Wellbeing platform and app offered to support the body, mind and life, with people regularly engaging with recipe ideas, fitness plans, meditations, articles, podcasts and videos.
- ✔ Appointments for free physiotherapy doubled compared to 2021's launch year, helping to keep people in work or returning to work quicker after an injury or musculoskeletal issue.
- ✔ Upskilling and training support trebled compared to 2021, enabling people to enhance their careers.

## MAKING A DIFFERENCE

**96%** OF PEOPLE ACCESSING OUR SERVICE ARE SATISFIED WITH IT.

**93%** OF SERVICE USERS SAID OUR SERVICE MADE A DIFFERENCE TO THEIR LIVES.

## SUPPORTING GOALS

In 2022 we introduced the 'Home Star™' assessment model to help people see where changes could be made to improve their lives. The Star takes an holistic look at an individual's circumstances to identify and celebrate their strengths and successes and help develop the knowledge, skills and behaviours they need to move forward positively. Read about how this approach helped Terry\*, a self-employed gardener.

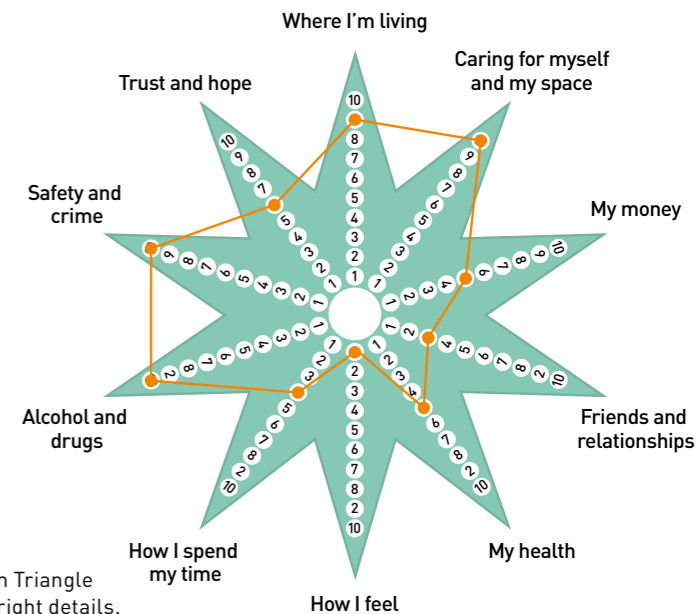
*Terry's son has an incurable illness and needs 24/7 lifesaving care. When he got in touch Terry didn't know what support he needed, just that the family could not continue as they were.*

*Working with him as he moved around the 'Star', it "opened his eyes" to the areas of most importance. When asked about the 'How I feel' section, he admitted "I don't know, I don't think about that, I never ask myself that."*

*The Star opened up a conversation which helped Terry see where his strengths were, motivated him to discuss future goals and identify changes. This included expanding his business, improving his physical health and learning how to better manage both his commercial and personal finances – all of which Terry felt would have a positive impact on how he and his family were feeling.*

\*Name changed to protect anonymity.

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# FUNDRAISING

## Support from the Horticulture Industry

- £93k raised by 123 Perennial Partners enabled us to help people in horticulture and support them with services.
- Four major wholesale nurseries offered Plants for Perennial to support people in horticulture through plant sales from launch in 2023.

## Individual Supporters

- £41k raised through community fundraising such as plant creches, speaker panels and generous supporters who fundraise on our behalf.
- 25,548 volunteer hours, equated to £245,406\*, helped us run our events, shops and gardens.
- 2,889 Friends of Perennial supported us through their annual membership and additional donations.

## Gifts in Wills

- £1.33M raised from legacy supporters who generously remembered a gift to Perennial in their will.

\*equivalent to National Living Wage

**£2.6M**  
RAISED INCLUDING:

**£1.33M**  
GIFTS IN WILLS

**£93k**  
PERENNIAL  
PARTNERS

**£41k**  
COMMUNITY  
FUNDRAISING



“We recognise the important role that Perennial plays in providing essential support to our industry and want to keep being a part of that.”

Steve Walley, Managing Director, London Stone – Diamond Perennial Partner

# REACH & ENGAGEMENT

**409,000**  
WEBSITE VISITS

**50,387**  
FOLLOWERS ON  
SOCIAL MEDIA WITH  
**20,000**  
ENGAGEMENT

**133M**  
PR REACH

**500**  
NEWS PIECES

Boosted by the Main Avenue Garden at the RHS Chelsea Flower Show, 2022 saw us reaching more people than ever through our communications – vital to help raise essential funds and awareness for our charity.



“The awards are even more special because they help to raise awareness of, and support for, Perennial.”

Richard Miers, Garden designer for *The Perennial Garden 'With Love'*

# GARDENS AND TRADING

## Gardens

30,000+ visitors enjoyed our gardens that have been gifted to us by special supporters.



**19,091**  
YORK GATE  
nr Leeds

**10,707**

FULLERS MILL  
Bury St Edmunds



**1,022**  
THE LASKETT  
Herefordshire



**51,706**  
cups of tea  
and coffee

**13,770**  
pieces of cake

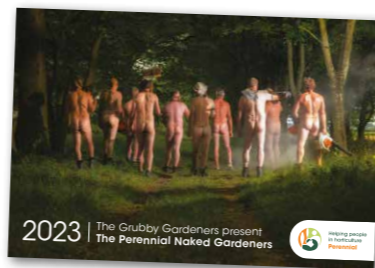


## Trading

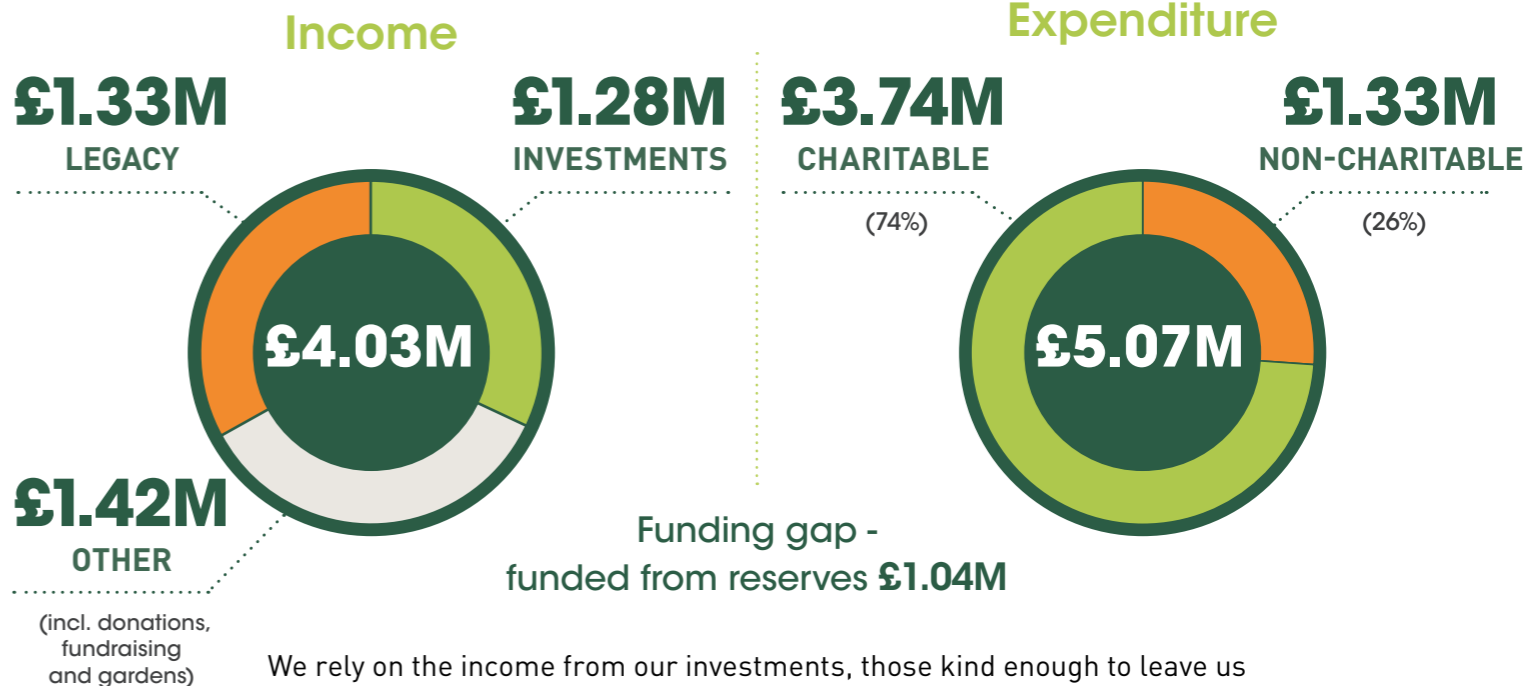
178,000 Perennial Christmas cards wished Season's Greetings to friends and family raising awareness for the charity.



£10,000 raised through sales of the Naked Gardeners Calendar with a PR reach of 27M.



# 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](http://perennial.org.uk/aboutus).





# LOOKING TO THE FUTURE

A better quality of life is within reach for everyone in horticulture. Through our services surrounding health and wellbeing, networks and relationships and financial wellbeing we will continue to improve lives. The horticulture industry is part of this journey and working together with this wonderful community we can engage, encourage, and spread the word about Perennial and raise funds to sustain the people who are at the heart of everything we do.

To keep improving lives, we will:

- 🌱 be a trusted place to turn to for quality, tailored **advice and information**.
- 🌱 develop skills and knowledge to **make positive, well-informed decisions**.
- 🌱 support **health & wellbeing**.
- 🌱 provide tools and resources to **help manage money effectively**.

115-117 Kingston Road, Leatherhead, Surrey, KT22 7SU | 01372 373 962 | [info@perennial.org.uk](mailto:info@perennial.org.uk) | [perennial.org.uk](http://perennial.org.uk)

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