



# OUR IMPACT 2023

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



Helping people  
in horticulture  
**Perennial**

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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 2023 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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People working in horticulture are facing many challenges, underpinned by the ongoing cost of living crisis and pressure on statutory services in Health & Social Care. Perennial's mission is simple:

**To build better futures for people in horticulture and their families.**

We are dedicated to delivering this through focusing our work on health and wellbeing, careers, financial wellbeing, and relationships. Our comprehensive range of online resources and compassionate advice and information services are designed to guide horticulturalists who seek our help towards better and sustainable futures. In 2023, usage of our tailored online advice, information, and tools for those in horticulture surged by 27%, underscoring their vital role in these challenging times.

Our vision is for everyone working with plants, trees, flowers, or grass across the UK to know who Perennial are and how we can help. We strive to be a beacon of support, ensuring our services are accessible to all those in horticulture who need us. In 2023, we delivered an unprecedented 31,043 preventative activities, with 2,221 people and their families receiving services from Perennial to build better futures and improve their lives.

To all our supporters we extend our heartfelt gratitude. Your contributions have changed lives and paved the way to a brighter future for many in the horticultural community.

**Jamie Gault, Chief Executive**



# BUILDING BETTER LIVES

**31,043**

PREVENTATIVE ACTIVITIES AND PROGRAMMES WERE DELIVERED, HELPING PEOPLE TO BENEFIT FROM SUPPORT, ADVICE AND INFORMATION.



**76**

PEOPLE ACCESSED **276 FOOD PACKAGES**, PUTTING A MEAL ON THE TABLE FOR FAMILIES AND THOSE IN NEED.



**639**

PEOPLE BENEFITED FROM **ACCESSING WEBINARS AND GROUP SESSIONS** TAILORING SUPPORT TO MEET THE NEEDS OF PEOPLE FROM ACROSS HORTICULTURE.



**1,062**

PEOPLE TURNED TO OUR HELPLINE **FOR ADVICE AND INFORMATION**.



**2,221**

PEOPLE AND THEIR FAMILIES RECEIVED **SERVICES FROM PERENNIAL** TO HELP BUILD BETTER FUTURES AND IMPROVE LIVES.



**7,771**

ENGAGEMENTS WITH OUR **BE MONEY SMART** CAMPAIGNS.



**370**

PEOPLE TOOK **CONTROL OF THEIR MONEY AND FINANCIAL WELLBEING** WITH THE HELP OF 'NUDGE', OUR FINANCIAL MANAGEMENT TOOL.



**£162,664**

OF SUPPORT WAS PROVIDED FOR **TRAINING AND EMPLOYMENT PROGRAMMES** TO DEVELOP PEOPLE'S CAREERS.



**95**

PEOPLE WERE TRAINED OVER THE **TWO YEAR MENTAL HEALTH FIRST AIDERS® PILOT TRAINING SCHEME**.



**749**

PEOPLE USED OUR **HEALTH AND WELLBEING APP** PACKED FULL OF VALUABLE ADVICE FOR MENTAL HEALTH, FITNESS, NUTRITION AND MUCH MORE.



**96**

PEOPLE **SOUGHT LEGAL ADVICE**.



**13,264**

ENGAGEMENTS WITH OUR **DIGITAL HEALTH ACTIVITIES**, INCLUDING KEY ISSUES FOR THE INDUSTRY; HEART HEALTH AND MUSCULO-SKELETAL ISSUES.



## SERVICES HIGHLIGHTS

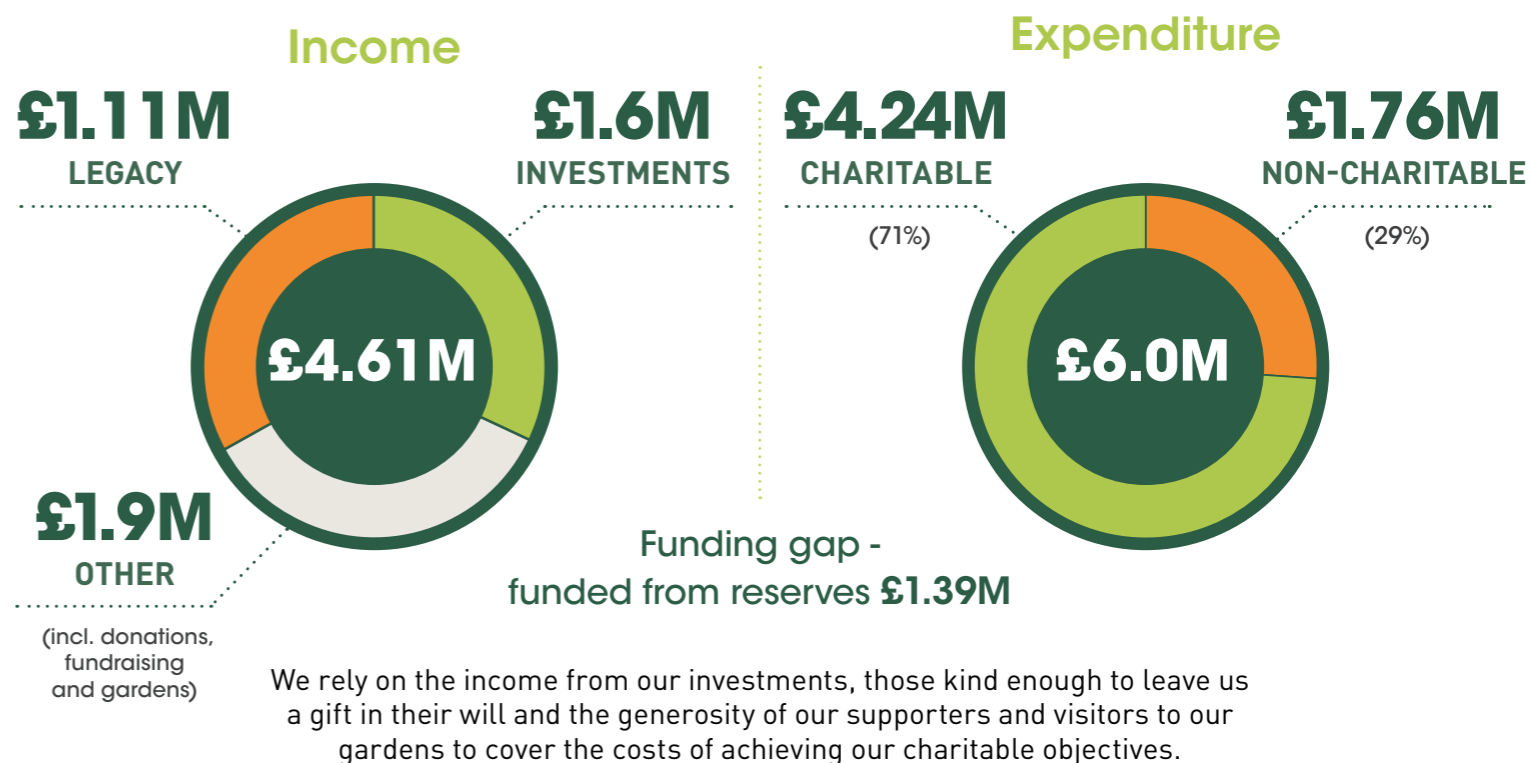
- Supporting an unprecedented number of people needing our services.
- Co-producing innovative partnerships to deliver solutions to the critical issues people in horticulture are facing: carers resources; relationship and health resources.
- Completion of the MENTAL HEALTH FIRST AIDERS<sup>™</sup> two year pilot project and creation of an ambassador network.
- Research to help us better understand the cyclical links between health and financial wellbeing.
- Development and implementation of financial education through nudge and associated Be Money Smart information – helping to develop financial knowledge and literacy.
- Research with the horticultural community in Scotland to gain a more detailed understanding of their needs and how Perennial can best provide support in the future.

## MAKING A DIFFERENCE

**95%** OF PEOPLE USING OUR HELPLINE WERE **SATISFIED WITH THE SERVICE PROVIDED.**

**94%** OF PEOPLE ACCESSING OUR HELPLINE FELT LISTENED TO WITH THEIR SITUATION FULLY UNDERSTOOD AND INFORMATION TAILORED TO THEIR NEEDS.

## FINANCIAL HIGHLIGHTS



The full set of accounts can be found at [perennial.org.uk/aboutus](https://perennial.org.uk/aboutus).

# FUNDRAISING

## Support from the Horticulture Industry

- £112k raised by 146 Perennial Partners enabled us to help people in horticulture and support them with our services.
- Four major wholesale nurseries offered Plants for Perennial to support people in horticulture through plant sales from launch in 2023.

## Individual Supporters

- £55k raised through community fundraising such as plant creches, speaker panels and generous supporters who fundraise on our behalf.
- 24,354 volunteer hours, equated to £253,769\*, helped us run our events, shops and gardens.
- 3,294 Friends of Perennial supported us through their annual membership and additional donations.

## Gifts in Wills

- £1.11M raised from legacy supporters who generously left a gift to Perennial in their will.

\*equivalent to National Living Wage

**£2.78M**  
RAISED INCLUDING:

**£1.11M**  
GIFTS IN WILLS

**£112k**  
PERENNIAL  
PARTNERS

**£55k**  
COMMUNITY  
FUNDRAISING



“ We are proud to continue supporting Perennial in providing essential services to everyone within horticulture. ”

Abi & Steve Evans,  
Kingston Landscape Group  
Ltd - Platinum Plus Partner

# REACH & ENGAGEMENT

**368,000**  
WEBSITE VISITS

**61,084**  
FOLLOWERS ON  
SOCIAL MEDIA WITH  
**6.3%**  
ENGAGEMENT

**151M**  
PR REACH

**561**  
NEWS PIECES

We were very privileged to film with BBC Gardeners' World and feature York Gate three times during the year, with presenters Adam Frost, Frances Tophill, Rachel de Thame and Jamie Butterworth all visiting the garden.

Mike Liggins, the former presenter at BBC Look East, visited Fullers Mill on two occasions.

Thank you to all the supporters who share Perennial posts and messaging through their marketing channels – it's a brilliant way to support the charity.



# GARDENS AND TRADING

## Gardens

37,000+ visitors enjoyed our gardens that have been gifted to us by special supporters.



**23,321**  
YORK GATE  
nr Leeds

**11,839**

FULLERS MILL  
Bury St Edmunds



**2,339**  
THE LASKETT  
Herefordshire

## Trading

66,110 Perennial Christmas cards wished Season's Greetings to friends and family raising awareness for the charity.



**52,156**  
cups of tea  
and coffee

**13,501**  
pieces of cake



**4,157**  
bowls of soup

**8,611**  
sandwiches



# SUPPORTING GOALS

## Your support helped us to:

- Meet the unprecedented needs of people by providing services, advice, information and tools that help people build better futures.
- Develop partnerships providing expert advice and information to carers and career changers following a key life event.
- Providing information to the horticultural community with key health and financial wellbeing initiatives, the central pillars to building better futures.

**“** You provided a brilliant service. Your help and support was empathetic and professional. It kept me from becoming homeless and gave me hope for the future when I was going through the most difficult time of my life. **”**  
Anonymous

## Casework

**72%** of people who had accessed the casework service told us physical and mental ill health had a great deal of impact when they entered the service.

## On leaving the casework service:

**75%** of people felt their health and wellbeing had improved.

**70%** of people felt able to manage future setbacks.

## Money and Debt Advice

**86%** of people said that when they entered the service, debt had a great impact on their everyday lives.

## On leaving the debt service:

**82%** of people reduced their debt/were better able to manage their debt.

**74%** felt more in control of their financial situation.

**66%** were more confident in managing their money.



# THE CHARITY OF THE INDUSTRY

A better quality of life is within reach for everyone in horticulture. By focusing on health and wellbeing, fostering networks and relationships, and promoting financial stability, our services are dedicated to enhancing lives. The horticulture industry plays a vital role in this journey, and together with this vibrant community, we can spread awareness about Perennial, engage and encourage others, and raise the necessary funds to support the individuals at the core of everything we do.

## Key areas we are focusing on include:

- ✔ Continuing to meet the needs of people across horticulture, expanding our work into the places where people live, work and learn.
- ✔ Listening to the experiences of people across the industry through our 2024 Wellbeing Survey.
- ✔ Launching information, advice and tools that meet the needs of people experiencing bereavement and relationship difficulties.

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