

# Perennial News

Keeping you in touch with Perennial



## Sir Roy Strong bequeaths The Laskett Gardens to Perennial

See page 2

## Perennial Legacy Garden wins Gold and Best in Show

See pages 3 & 4



## Weathering the winter

**As we head into autumn and look ahead to long, dark winter months, Perennial is preparing to help elderly and vulnerable clients with winter fuel bills, food shortages and offer advice with managing winter finances.**

Although it is notoriously difficult to predict the weather months in advance, some forecasters are suggesting we should expect below average temperatures and above average rainfall for the autumn and winter in the UK this year. At the recent HTA Garden Futures Conference, former BBC weather forecaster Bill Giles OBE predicted that due to the effect of the strong El Niño weather phenomenon, we should expect November and December to be mild but stormy and January and February to be exceptionally cold.

*Sheila Thomson, Director of Services at Perennial, says:*

“While forecasters are busy trying to predict the weather, we are focused on ensuring our clients are warm and well-fed this winter. We want to hear about anyone who feels unable to keep themselves safe this winter and are ready for increased numbers of calls from people who need our help.”

Dougal Philip, Perennial Chairman and owner of New Hopetoun Gardens in Edinburgh, is only too aware of the problems growers, retailers and other horticulturists face over the winter months and encourages those who are struggling to get in touch. He says,

“It is so important to prepare for poor weather during the winter months. As horticulturists, in particular growers, we are finely tuned to the weather and must accept that it is often out of our control. Perennial is here to help families in crisis throughout the year but our services are particularly poignant during the off-season. Get in touch if you feel you need help – it’s all free and confidential and might put your mind at rest.”

If you are worried about your winter prospects and need help for your family please contact our Helpline as soon as possible. Our highly trained professional Caseworkers act quickly and in confidence to ensure you are getting the help you are entitled to.

Call: **0800 093 8543** or email **services@perennial.org.uk**.

## Stay in touch!

Follow us on Facebook (PerennialGRBS) or Twitter (@PerennialGRBS) and keep up to date with the latest news on our website [www.perennial.org.uk](http://www.perennial.org.uk).



## A warming tale

**During the last very cold UK winter in 2009/10 we were contacted by Mark\*, a tree surgeon who was worried about his family’s welfare.**

His wages had remained static for over a year but fuel prices were soaring and Mark was struggling to keep his wife and children warm. They were regularly waking up to ice on the inside of their cottage windows; the family were wearing as many layers as possible in an attempt to stay warm. Our Caseworker visited the family home, identified the cottage had space for a wood burner and arranged for quick installation, enabling him to be self-sufficient – using the wood he can access to keep his family warm for years to come. Perennial helps hundreds of families like Mark’s each

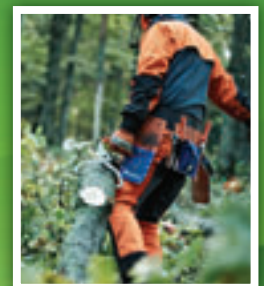


Photo posed by model

year, providing bespoke solutions to clients until they are back on their feet. Help is provided by trained Caseworkers in confidence and is completely free. Perennial’s services are often described as a ‘lifeline’. We regularly see families with young children worried about Christmas. Here is how one client described the help they received over the winter, “Perennial lifted the burden of going into debt while benefits were sorted out, and we also had a grant to buy coal and a Christmas payment. We have stayed warm over the winter and having good food and a good Christmas has lifted our morale.”

Read about other people who have been helped by Perennial at [www.perennial.org.uk/success-stories](http://www.perennial.org.uk/success-stories).

*\*We have changed Mark’s name to protect his identity.*

## We need your help!

**Please help us reach elderly and other vulnerable people this winter by spreading the word and passing on our details.**

We find it particularly difficult to reach self-employed and retired horticulturists. If you know someone who needs help, please call us or email us with their details, or pass on our free Helpline number and urge them to get in touch.

**Free and confidential Helpline: 0800 093 8543**

**Debt Advice Line: 0800 093 8546**

**Email: [services@perennial.org.uk](mailto:services@perennial.org.uk)**

# Sir Roy Strong bequeaths The Laskett Gardens to Perennial

© Jonathan Myles-Lea

**Historian, writer and garden designer Sir Roy Strong, has agreed to bequeath The Laskett Gardens to Perennial. The Laskett Gardens, which cover some four acres, have been described as the largest private formal gardens to be created in England since 1945.**

*Dr Heather Barrett-Mold, Vice-Chair of the Institution of Environmental Science and a member of Perennial's Board of Trustees, says:*

"Perennial's history lies in the great gardens of England. We are delighted to have been offered the opportunity to carry out Sir Roy's wishes to preserve the integrity of his outstanding garden for future generations."



© Paul Lewis

Sir Roy Strong and his late wife, the renowned stage and television set designer Julia Trevelyan Oman, purchased the house and the undeveloped four acre site in Herefordshire in 1973. Inspired by the great gardens before 1914 such as Hidcote, by those of baroque Italy and of Tudor and Stuart England, they embarked on designing and planting the incredible garden visible today.

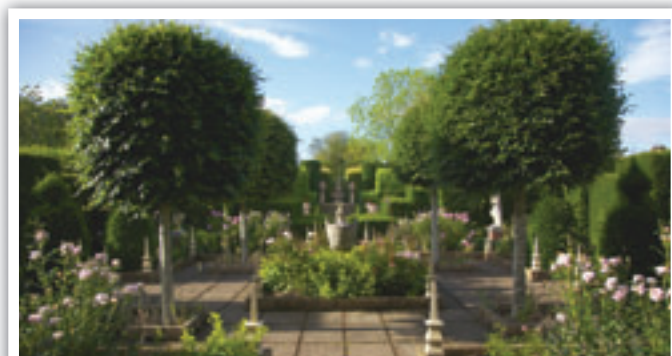
*Speaking about his decision to leave his Gardens to Perennial, Sir Roy says:*

"I am thrilled, as I reach my 80th birthday, that a plan for The Laskett's future has been secured. I have supported the work of Perennial for many years and see this new partnership as a wonderful extension of my continued love of gardens and those who dedicate their time to serve them."

The garden will be left to Perennial with a generous endowment to ensure its maintenance for years to come. Perennial will continue to open the garden to visitors for periods of the year, as it does its two other open gardens, York Gate near Leeds and Fullers Mill Garden in Suffolk.

*Perennial's Chief Executive Richard Capewell says:*

"We have a particular interest in looking after gardens to benefit horticulture and their local communities. Sir Roy has stressed the importance of his garden to the county of Herefordshire and his wish is that it should be used for training purposes as well as to be continually enjoyed by visitors. We are looking forward to working with Sir Roy over the coming years in order to preserve his garden in the spirit of its creation and to ensure its survival for many generations to come."



© Jonathan Myles-Lea



## Perennial traineeships go from strength to strength

**Thanks to the generous legacy left to Perennial by Joan Lironi in 2008, Perennial funds permanent traineeships at UK gardens via The Lironi Training Fund.**

The Cambridge University Botanic Gardens placement is now in its second year and further positions are becoming available at Bristol Botanic Gardens. In addition, Perennial funds a permanent trainee at its Fullers Mill Garden in Suffolk, will fund a place at its York Gate Garden near Leeds next year and has plans to further increase the number of traineeships over the next five years.



Fullers Mill Garden

*George Fisk, our Fullers Mill Garden based trainee, says:* "This opportunity is a dream come true for me. I am learning in one of the most beautiful gardens in the UK and feel very privileged to be working alongside some of the best."

The Lironi Training Fund enables Perennial to offer a range of training and education opportunities to UK based horticulturists and their families. To find out more visit [www.perennial.org.uk/education](http://www.perennial.org.uk/education), email [training@perennial.org.uk](mailto:training@perennial.org.uk) or call 0800 093 8543.

# Perennial's legacy garden is Best in Show

**The Perennial Legacy Garden at the RHS Flower Show Tatton Park drew the crowds and wowed the judges, winning a Gold Medal and being named Best Show Garden.**

Marking the launch of our new legacy fundraising campaign, the garden highlighted how crucial Gifts in Wills are to Perennial. It was designed by RHS Chelsea Flower Show Gold Medal winning designer Paul Hervey-Brookes to reflect elements of an English country estate, inspired by Perennial's heritage as an organisation originally founded by the owners of the great estate gardens of Britain.

Paul Hervey-Brookes said, "When I heard how vital legacies are to Perennial, making up around a third of total income, I was keen to help draw attention to this. Without the funds from legacies, Perennial would not be able to help nearly as many horticulturists who depend on the personal support they receive from the charity. I hope the garden really captured the visitors' imaginations and prompted them to think about their legacies and the difference their help can make to the lives of others."

The garden's success was the culmination of a huge team effort from a wide range of industry partners, including lead sponsor Glendale UK, along with Rolawn, Travis Perkins, Readyhedge, Bulldog Tools (Rollins Group Ltd), Wotmix cement, Bradstone and Haddonstone, as well as contractor GK Wilson Landscapes who built the garden.

The message of the garden has certainly started to take effect with existing supporters confirming Gifts in Wills, new supporters committing to legacies and nearly 60 people either considering a gift or wanting to know more. To speak to Perennial about leaving a gift in your Will, please call: **01372 384044** or email: **legacies@perennial.org.uk**.

*"We were honoured to support the Perennial Legacy Garden, which served as a reminder that those who care for the green spaces of Britain are not always as visible as the gardens and grounds they carefully maintain. We feel strongly about continuing to help through our long-term association with Perennial, which is why Glendale has signed up to the Perennial Partner annual corporate membership scheme. I urge others to make sure Perennial continues to be there for them by joining the scheme"*

**Andy Corcoran, Managing Director of Glendale UK**

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View towards the traditional pavilion

© www.gingerhorticulture.co.uk



Detail outside the gardeners' bothy



Perennial's Development Manager Kate O'Shea gives Chancellor of the Exchequer George Osborne a tour of the garden

© www.gingerhorticulture.co.uk



Some of the Glendale team

## Hampton Court garden sparks trade partnership

**At the RHS Hampton Court Palace Flower Show, Perennial collaborated with Yardley London for *A Growing Obsession*, a Victorian inspired show garden. Designed by Jean Wardrop and Alexandra Stevenson, it celebrated women's influence in gardening since the Victorian era and was awarded a Silver Medal.**

The show garden forged a new partnership between Perennial and Yardley London, which is valuable on an ongoing basis as profits on all Yardley products bought via Perennial directly help fund Perennial's services. Indeed buying any gift or greetings card from Perennial goes towards helping people struggling with life's challenges. Visit [www.perennial.org.uk/shop](http://www.perennial.org.uk/shop).

## Fundraisers Go Green for HortAid

**The 2015 HortAid campaign has so far raised almost £70,000!**

There has been some truly epic fundraising, especially during our annual Go Green for HortAid campaign in September.

Claire Vokins and Jamie Butterworth tackled 7km of deep Surrey mud in the Nuts Challenge before joining in with an heroic 7-seater bicycle ride from London to Brighton the following day. They were joined on the road to the South Coast by our 3 Peaks Extreme team, and between them raised over £3,400.

More than £2,000 was raised by Coolings of Knockholt, who persuaded pupils from Pratts Bottom Primary School to pull an 8-tonne *Green Goddess* fire engine, and held a raffle at their An Audience with Alan Titchmarsh.

Haven't donated yet to HortAid 2015? There's still time to do so at [www.justgiving.com/HortAid-2015](http://www.justgiving.com/HortAid-2015).



© [www.gingerhorticulture.co.uk](http://www.gingerhorticulture.co.uk)

## Help us spread the word

**Awareness and support for Perennial has grown significantly over the past few years but there is still a way to go before Perennial, and the help it offers, is known by all horticulturists.**

Perennial is unique in being the only charity offering free, confidential help and advice to all horticulturists, working or retired, and their families. Its services are there for those who don't know where to turn, but the problem is that many of the most vulnerable people in the industry do not know that Perennial is here.

Earlier this year there was the appalling story of a couple forced to live in their car due to payday loan debt spiralling out of control. There was also the tragic report of a retired gardener who had taken his own life after owing £800 to his local council. In both cases, Perennial could have helped.

Perennial aims to provide a one-stop shop to help people get back on their feet. This involves assisting them in accessing statutory benefits that they are entitled to, but usually don't know about, as well as providing financial support in the form of grants from its own funds. We also distribute grocery vouchers and provide referrals to food banks, as well as representing clients at tribunals and helping with appeals.

It is the role of everyone who enjoys gardening to help make sure those harder to reach landscapers, gardeners, tree surgeons and all horticulturists know we are here for them. Perhaps some of these people work alone, don't have access to the internet or read trade publications. Sometimes it is simply the weight of their problems that prevents them seeking help. Please help us spread the word this winter.

**It is great to have seen so many of our supporters at the major industry events this year. Thanks to organisers we were given free stands at the Arb Show, HTA National Plant Show, Arb Conference, Four Oaks and The Landscape Show.**

***We hope to see you at:***

**SALTEX – 4-5 November NEC Birmingham  
Futurescape – 17 November Sandown Park**



## Get ready to party

**Celebrate the start of the New Year and help us kick off HortAid 2016 at our annual Party for Perennial.**

Join your friends and colleagues from across the horticulture industry for an evening of networking, fun and fundraising. The 2016 Party for Perennial will be held on Friday 15 January at the fabulous Skyloft at the top of the Millbank Tower, with sweeping views over the River Thames and London skyline setting the scene for a wonderful evening.

The last Party for Perennial raised over £20,000, providing an excellent start to the annual HortAid fundraising campaign. The 2016 party is set to be even bigger and better, with a great line-up of music and entertainment including a live band. The ticket price includes a glass of bubbly and delicious bowl food and there are many exciting prizes to be won in the raffle and auction hosted by Andrew Fisher Tomlin.

A spectacular event like this would not be possible without support – if your organisation is interested in sponsoring this key networking event, please get in touch. Similarly let us know if you are able to donate a



prize for the auction or raffle – the more great prizes there are, the more money can be raised to help those in need.

Contact us at: [hortaid@perennial.org.uk](mailto:hortaid@perennial.org.uk).

**Tickets are selling fast so do not delay in securing your entry to the party of the year.**

The cost for an individual ticket is £55 but there are savings to be made when buying multiple tickets, so why not get a group together or even make it an alternative to the work Christmas party?

For full information and to book visit:

[perennial.org.uk/events/party-for-perennial-2016](http://perennial.org.uk/events/party-for-perennial-2016).

## Can you help?

**Your donation will enable us to reach more vulnerable people who are facing hardship – thank you!**

I would like to help with a donation of:

£25

Could pay for a horticulturist's child to go on a school trip

£50

Could pay for a care alarm to be installed for an elderly client

£100

Could pay for essential items for an unfurnished flat

£

Enter your own chosen amount

**Fill in the form below (enclosing a cheque made payable to Perennial), or telephone with your credit/debit card details: 0800 093 8792**

YPNEWS

Title:  First Name:  Surname:

Home Address:

Postcode:      Home Tel:  Mobile:

Date of Birth:  Personal Email:

**To join Friends of Perennial or become a friend of one of our gardens telephone 0800 093 8792.**

Please tick this box if you **WOULD** like to receive a donation acknowledgement letter.

**Are you a UK tax payer? If yes, make every £1 you give to Perennial worth £1.25 by ticking this Gift Aid declaration.**

*giftaid it*

I would like Perennial to treat as Gift Aid all donations I make from the date of this declaration until I notify you otherwise. I can confirm that I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given on or after the date of this declaration.

Signature:

Date:

We would like to keep you in touch with the work we're doing through our newsletter, email, gift catalogues and other relevant information. We do not share your information with any third party. Please tick this box if you **do not** wish to receive these by: mail  email  phone  SMS

**Please return to: Perennial, PO Box 3029, Reading, RG1 0TQ**

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Perennial is authorised and regulated by the Financial Conduct Authority, interim permission number 568373.

# We value your support and protect your data

**UK charities' use of fundraising techniques and supporter data has come under close scrutiny this summer.**

Fundraising regulation is under review and guidelines governing how charities gather and use data for fundraising is changing.

*Anita Bates, Director of Marketing & Development at Perennial, says:*

"We want to reassure our supporters that the personal information we hold is stored securely and is only used by Perennial for marketing purposes. We do not share supporter data with any other organisation. We hope supporters enjoy being kept up-to-date with news of how their support makes a difference to the lives of horticulturists and their families. But of course we welcome all feedback about our communications and would urge anyone to contact us if they have questions about their mailing preferences."

Perennial only sends all its supporters three main postal mailings a year plus some supporters will also receive a few relevant targeted mailings, for example information about show awards and special events.

Highly personal information about our clients and the people we help is only available to our Services team and is kept strictly confidential.

If you would like to find out more about the data Perennial holds about you or would like to change your communication preferences, please contact Perennial on **0800 093 8510** or email **info@perennial.org.uk**.



**CARDS FOR GOOD CAUSES**

Perennial's range of Christmas cards is an excellent way to help raise awareness among those who might not have heard of the Charity, as well as raising funds. They are available through Cards for Good Causes, the UK's largest multi-charity Christmas card organisation, which has shops across the country and is always looking for volunteers to help sell cards. If you are interested in volunteering, email: **volunteer@perennial.org.uk**.

## Clippings

### In Memoriam

Perennial was sad to hear of the recent passing of Charles Notcutt OBE and Joe Maiden.

Charles Notcutt was a Trustee of Perennial from 2003–2011 and Vice Chairman from 2007–2011. He played a central role in the gifting of Fullers Mill Garden in Suffolk by its owner, Bernard Tickner, to Perennial.

Charles was instrumental in the growth of Notcutts Garden Centres, founded in 1897 by his grandfather, and was closely involved with the RHS and the HTA.

Joe Maiden was a veteran broadcaster and professional horticulturist with a career spanning over 40 years who appeared on numerous gardening programmes for the BBC and Yorkshire Television. He was best known for his role on the gardening programme on BBC Radio Leeds and through this was very supportive of York Gate Garden.

Our condolences go to the friends and families of both Charles and Joe.

### Platinum Partner

The Landscape Show is one of the latest organisations to sign up as a Platinum Perennial Partner.

*Jeremy Storey-Walker, Event Director of Landscape Show Limited comments:*

"When I heard about the work that Perennial does, helping those who work or who have worked in horticulture, I was convinced that The Landscape Show should support them by becoming a Perennial Partner."

To join our growing number of Perennial Partners, visit **www.perennial.org.uk/partner**.

### Love shopping? Your opinion counts

We are continually striving to make sure that the range of products we offer is appealing to customers. We are looking for volunteers to take part in a focus group or online survey to tell us their thoughts on existing and potential products for our mail order and online catalogues. If you love shopping and would like to help, get in touch at: **marketing@perennial.org.uk**. All feedback is greatly appreciated.

For more information on Perennial and our services call 0800 093 8510  
[www.perennial.org.uk](http://www.perennial.org.uk)