



# PROMOTING BY ARRANGEMENT GARDENS

We know that many counties would like guidance on how best to promote their by arrangement gardens. From talking with many volunteers, the overwhelming response is that local publicity and building relationships with groups and influencers locally is by far the most successful way to publicise the gardens.

We've collated some of the fantastic suggestions made by volunteers to help in your publicity efforts for by arrangement gardens.

## Gardening Clubs

I spent a lot of time researching gardening clubs across Yorkshire a few years ago (not a simple task!). We then sent details of the by arrangement gardens out as soon as possible after registration so clubs had the info through winter while planning their trips in the next year. I updated contacts as part of the annual mailing. A tricky task in a large county as details change so often, but if you have anyone happy to do the research and keep records, it's a good way to get the info direct to clubs. Obviously can include other groups. We keep talking about photography/art groups - but no one has time to take it on!

*Jane Cooper, Publicity, Yorkshire*

## Dedicated space in your booklet

We devote half a page to this in our booklet. Trying to achieve reliable contact with all the different clubs and groups in the County has proved impossible.

From our talks to groups we find they use the County booklet and word of mouth and newsletters to determine garden visits eg WI and U3A.

*Graham Watts, Publicity, Norfolk*

## Social Media and email

We open our own garden partly by arrangement and partly open garden. We advertise ourselves via

Facebook, Twitter, Instagram and email. Garden owners need to take on this task and use the NGS as part of a media toolkit rather than their entire strategy.

*Neil Littleales, Social Media, Hampshire*

## Free websites and self promotion!

There are a lot of websites out there where you can add events for free. We are signed up to Tripadvisor and Google, which bring in loads, and a completely different demographic from the usual; lots of younger people, and families. Great British Gardens will list NGS gardens for free, and that tends to bring in people from abroad. We also have our own page on facebook. But you do have to do some of your own promotion to make it work. We also do our own leaflets and put them in local B&Bs. Combining it all it's working, our numbers have gone up to 900 a year, which for us is comfortable.

*Gay Acres, ACO, Ceredigion*

## A4 Flyer

In Powys we produce an A4 flyer with details of all our gardens open by arrangement. We send it out to all the WIs in our county and adjoining counties and also to lots of garden clubs. We also promote in our monthly e-newsletter and in our press releases.

*Susan Paynton, County Organiser, Powys*

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## Other useful things to do...

If you want to direct people to the website, direct them specifically to the page about by arrangements where visitors can read all about what a by arrangement garden is and conduct a search just for by arrangement. They can also filter their search by group size. <https://www.ngs.org.uk/find-a-garden/by-arrangement/>

When Head Office ask for ideas for gardens to feature in special interest articles on the website please do let us know about by arrangement gardens that fit the bill too.

As with all publicity it is usually a combination of activities and consistently doing them over a period of time that brings the best results.

