Communicating with the press and key campaigns 2021



PRESS REACH IN 2020

2,402 UK media mentions = 1,050,792,172 potential audience reach

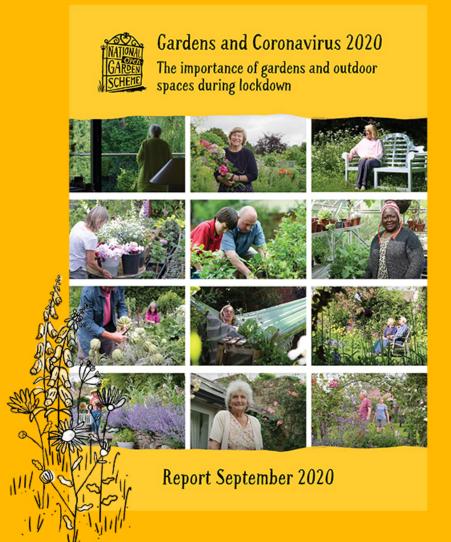
Broadcast & Print = 135,903,011 (peaked in May)

Online = 914,889,161 (peaked in June - BBC Online reached 23m alone)

For comparison: **2018** = 255,991,337 - 2019 = 375,030,626

THANK YOU FOR YOUR AWESOME LOCAL INPUTS!

Great content that supports our strategy and helps tell our story





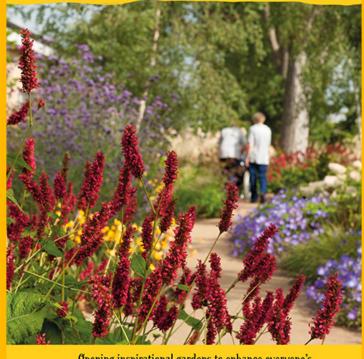
Impact Report 2020



A year of crisis and innovation



Strategic Plan 2021-2025



Opening inspirational gardens to enhance everyone's health and wellbeing

Gardens and Health



Gardens and Health Week May 7th - 16th Our key press hook will be a new digital booklet 'The Little Yellow Book of Gardens and Health'

We'd like contributions / case studies from:

Gos with a close link to a beneficiary charity
Gos for whom health and wellbeing is an important part of their garden
Gos who grow their own food - large or small scale
Recipes from garden produce

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Pictures speak a thousand words

But only good ones!
We have a beautiful product that needs beautiful images

No garden detritus - washing lines, hose pipes etc Focus on composition of beds, borders, seating areas, paths, plants Avoid expanses of lawn (unless spectacular feature) Set your phone to highest resolution See the guide in the resource centre New photo library coming!

COPYRIGHT

Respect copyright

If unsure ask Vicky or Elena to check the copyright on / or to supply an image

We can create portfolios of hi-res images for print publications with copyrights

New photo library will make this all easier

Sadly, supplying copyright does not guarantee that it is respected by media



Q&A

