

# 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



Gardens and Coronavirus 2020  
The importance of gardens and outdoor  
spaces during lockdown



Report September 2020



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

