

# Messaging and style guidelines

Stats, facts, key messages, consistent writing styles  
and descriptions to help us use one voice to raise  
awareness of the National Garden Scheme.





# What are our messaging and style guidelines?

Where brand guidelines provide direction on how we look and our tone of voice, messaging and style guidelines provides direction on what we say.

The National Garden Scheme has 14 Trustees (all volunteers), 13 staff at Hatchlands, 567 volunteers in our county teams across the country, 3500 garden owners and 9 main beneficiaries, and we all share information about the charity - whether that's through booklets, posters and flyers; on social media; via email and letters; on websites; in the press; or in conversations with visitors at a garden opening or with friends and family.

Our messaging and style guidelines enables everyone to communicate our work consistently and accurately, so we can build awareness and a clear understanding of who we are, what we do and how to get involved – which in turn creates a strong brand identity.

Identifying what we need to tell people about the National Garden Scheme, collectively agreeing to use the guidelines in all communications and using one voice to raise awareness of the National Garden Scheme puts the charity in the best possible position to improve engagement among current and new audiences and increase visitor numbers.

*NB: These guidelines are updated annually in December. Last update: December 2021.*

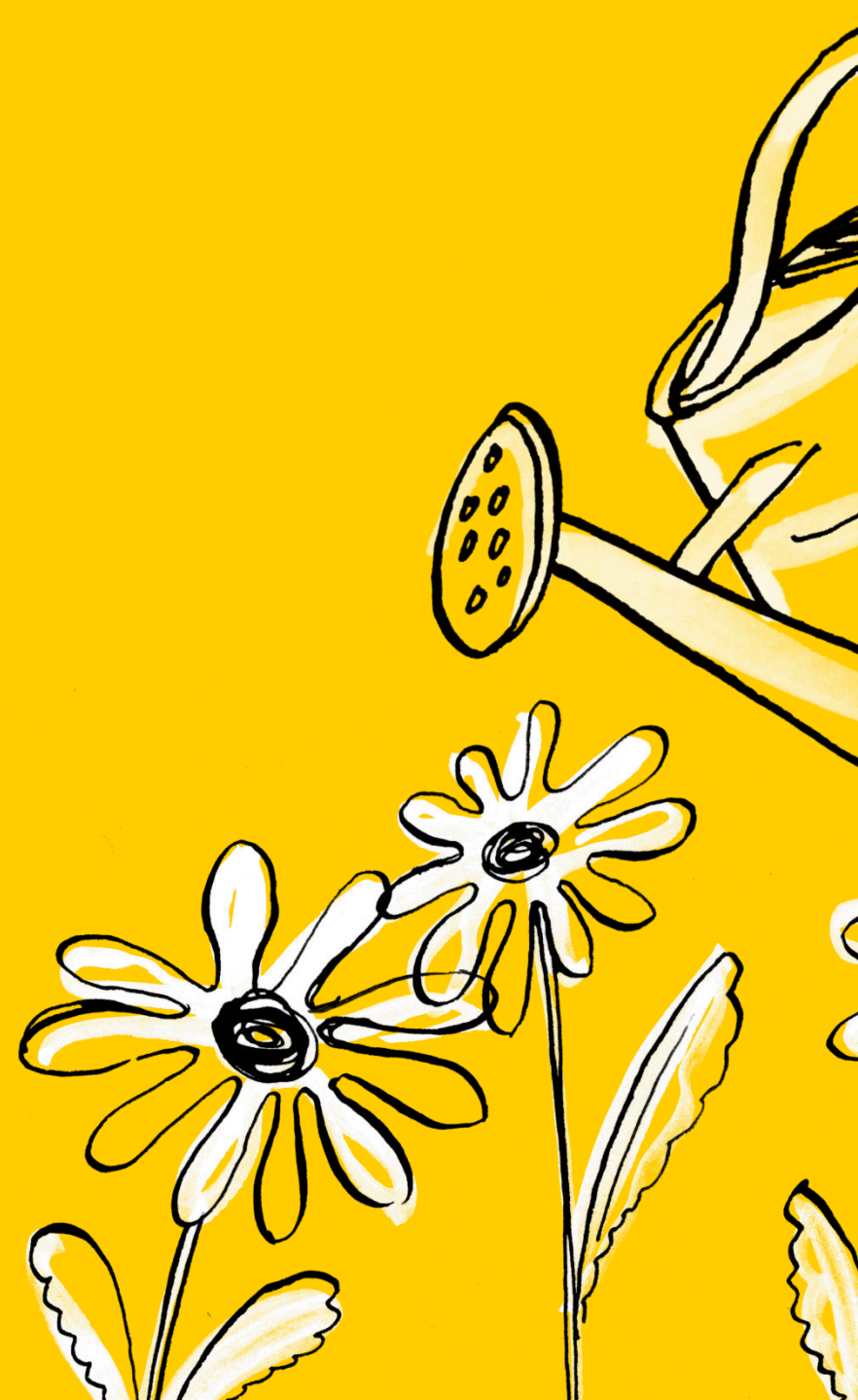
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## Messaging

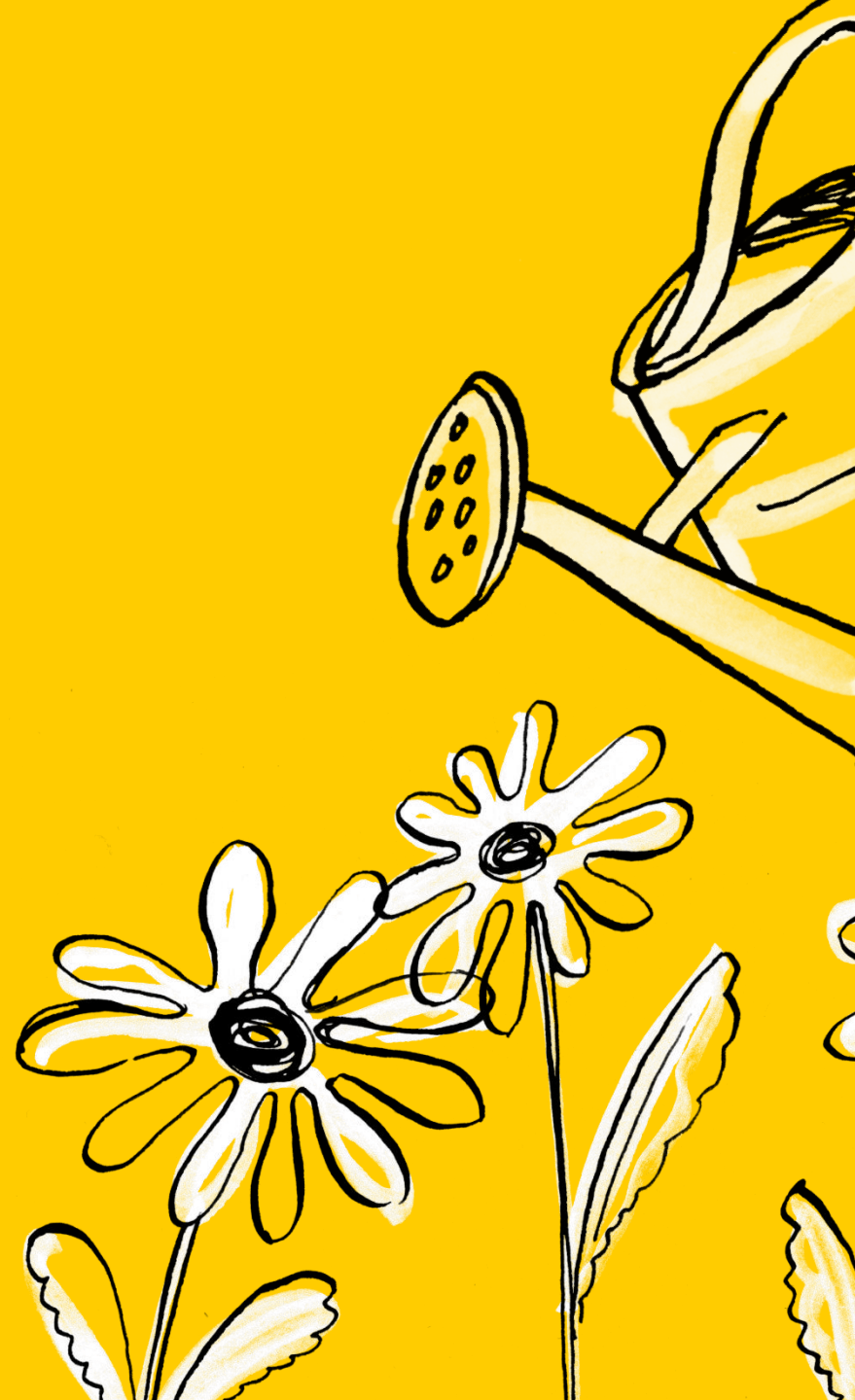
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# Messaging





# Who is the National Garden Scheme?

## Our straplines

- Opening exceptional gardens for charity
- Discovering the nation's best gardens
- Great gardens, great cake, great causes
- Your visit changes lives *(to be used only when in conjunction with a statement about the funds raised)*

## Footer copy

- All proceeds go to the National Garden Scheme.
- All garden admission proceeds go to the National Garden Scheme.
- All garden admissions, and the money raised from refreshments and plant sales, go to the National Garden Scheme.
- To find your perfect garden, visit **[ngs.org.uk](https://www.ngs.org.uk)**

## The National Garden Scheme in a sentence

The National Garden Scheme gives visitors unique access to over 3,500 exceptional private gardens in England, Wales, Northern Ireland and the Channel Islands, and raises impressive amounts of money for nursing and health charities through admissions, teas and cake.

*NB: These figures are updated annually in December. Last update: December 2021.*





# Who is the National Garden Scheme? continued...

## The National Garden Scheme in under 100 words

The National Garden Scheme gives visitors unique access to over 3,500 exceptional private gardens in England, Wales, Northern Ireland and the Channel Islands, and raises impressive amounts of money for some of the UK's best-loved nursing and health charities through admissions, teas and cake.

Thanks to the generosity of garden owners, volunteers and visitors we have donated more than £63 million to our beneficiary charities, and in 2021 made donations of over £3 million. Our beneficiaries include Macmillan Cancer Support, Marie Curie, Hospice UK and The Queen's Nursing Institute.

To find your perfect garden, visit **[ngs.org.uk](https://ngs.org.uk)**

## The National Garden Scheme – full description

The National Garden Scheme gives visitors unique access to over 3,500 exceptional private gardens in England, Wales, Northern Ireland and the Channel Islands, and raises impressive amounts of money for some of the UK's best-loved nursing and health charities through admissions, teas and cake.

Thanks to the generosity of garden owners, volunteers and visitors we have donated more than £63 million to our beneficiary charities, and in 2021 made donations of over £3 million. Founded in 1927 to support district nurses, we are now the most significant charitable funder of nursing in the UK and our beneficiaries include Macmillan Cancer Support, Marie Curie, Hospice UK and The Queen's Nursing Institute.

The National Garden Scheme doesn't just open beautiful gardens for charity – we are passionate about the physical and mental health benefits of gardens too. We fund projects which promote gardens and gardening as therapy, and in 2017, we launched our annual Gardens and Health Week to raise awareness of the topic. Our funding also supports the training of gardeners and offers respite to horticultural workers who have fallen on difficult times.

To find your perfect garden, visit **[ngs.org.uk](https://ngs.org.uk)**, download the National Garden Scheme app or purchase the National Garden Scheme's *Garden Visitor's Handbook*, which is published annually and available via **[ngs.org.uk/shop](https://ngs.org.uk/shop)** and at all good book retailers.

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# Who is the National Garden Scheme? continued...

## **The quality and diversity of our gardens**

The National Garden Scheme searches the length and breadth of England, Wales, Northern Ireland and the Channel Islands for the very best private gardens, and community spaces. We are passionate about opening those of the highest quality, character and interest to the public.

From extensive country landscapes and romantic cottage gardens, to urban hideaways, allotments and wildflower meadows, we offer access to a diverse range of exceptionally beautiful and inspirational gardens and green spaces. With thousands to choose from every year, your perfect garden awaits.

## **The National Garden Scheme experience**

Whether you visit a National Garden Scheme garden for horticultural inspiration, a relaxing day out with friends and family or an opportunity to reconnect with nature, you can expect a warm and friendly welcome from our incredible garden owners and volunteers.

And what could be better? A quintessentially British day out in a beautiful garden, with home-made teas, in the knowledge that your visit is helping to fund some of the best-loved nursing and health charities in the UK.

## **Gardens and Health**

The National Garden Scheme isn't just about opening beautiful gardens for charity – we are passionate about the physical and mental health benefits of gardens and gardening too.

In 2016, we commissioned the King's Fund to produce a report on the topic and began an annual funding programme to support gardens and health-related projects run by charities. A year later we launched our annual Gardens & Health programme to continue raising awareness of the impact gardens and gardening can have on everyone's physical and mental health. Among the beneficiaries of the programme are Horatio's Garden and Maggie's.

In 2022, our Gardens & Health week will run from 7th – 15th May, but we work to promote Gardens & Health throughout the year, linking service users from our beneficiaries with free garden visits and funding Gardens & Health projects.

*NB: These guidelines are updated annually in December. Last update: December 2021.*



# Who is the National Garden Scheme? continued...

## Visitor quotes

“After visiting a National Garden Scheme garden in Sheffield, it feels – without exaggeration – that it may have changed my life – and maybe the lives of my children and grandchildren. Something about the beauty of the garden touched me in a way that less naturalistic gardens have not - though visiting gardens has been something we have enthusiastically done for decades. I expect we will be back - just to bathe in the loveliness and drink in the views - and eat cake!”

“I just wanted to let you know that I went to my second National Garden Scheme garden today and had a fabulous afternoon just wandering about and sitting enjoying the peace and quiet and the scents of an amazing garden. I was made to feel very welcome and can't wait for my next visit.”

“Visiting any garden helps distract me from the responsibilities of life, gives me some 'downtime', and provides tangible inspiration that I can't get from a book. And I can talk to other gardeners and plant lovers about their experiences with the area, the weather and our gardens. I might even make a new friend!”

“It's lovely to see so many beautiful and different gardens and they provide so much inspiration. A garden offers so much and is always a very relaxing experience. The most stressful thing is choosing between the different cakes!”

“It inspires me to improve my own garden. I see new ways to garden and nurture wildlife. It lifts my spirits to be in beautiful gardens - plus I love tea and cake! And all for a good cause, what's not to love!”





# Our story

The National Garden Scheme has a rich and interesting history - with humble beginnings in the early 1900s when we first started supporting district nurses, to donating millions of pounds to nursing and health charities over 90 years later.

- **1859** - William Rathbone, a Liverpool merchant, philanthropist and a later an MP, employed Mary Robinson to nurse his wife at home during her final illness. After his wife's death, Rathbone retained Mary's services so that people in Liverpool who could not afford to pay for nursing would benefit from care in their homes. Seeing the good that nursing in the home could do, William Rathbone and Florence Nightingale worked together to try to develop the service – and so organised 'district nursing' began.
- **1887** – As part of Queen Victoria's Golden Jubilee, The Queen's Nursing Institute (QNI) was founded as the next step in coordinating national standards for district nurses - and had the objectives of providing the 'training, support, maintenance and supply' of nurses for the sick and poor, as well as establishing training homes, supervising centres, co-operating with other bodies and establishing branches as necessary.
- **1927** - At a QNI council meeting in 1926, council member Miss Elsie Wagg came up with the idea of raising money for district nursing through the nation's obsession with gardening. A year later in 1927, the National Garden Scheme was founded, and garden owners were asked to open their gardens for 'a shilling a head'. 609 gardens opened and raised a total of £8,191. Queen Victoria was the first Patron of the charity, and a Queen has been Patron ever since.
- **1930** - By now, 900 gardens opened for the National Garden Scheme, and Sir Winston Churchill and Vita Sackville-West were among our famous garden owners.
- **1932** - The first National Garden Scheme guide was published - detailing 1,079 gardens open for charity. The guide cost 1 shilling to buy, had a green cover and included an introduction by its editor, Christopher Hussey.
- **1948** - After the Second World War the National Health Service and local authorities took on the district nursing service, but money was still needed to care for retired nurses and invest in training - and the National Garden Scheme continued to raise money for The Queen's Nursing Institute.
- **1949** - The National Garden Scheme guide turns yellow - symbolising a mood of national regeneration. The colour yellow has continued to be synonymous with the National Garden Scheme right up to the present day.

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## Our story continued...

- **1980** - The National Garden Scheme is made an independent charity by The Queen's Nursing Institute, paving the way to fund a range of nursing and health charities – and HM Queen Elizabeth the Queen Mother becomes a Patron.
- **1984** - Macmillan Cancer Support joins the National Garden Scheme's list of beneficiary charities. We are their longest standing partner and have donated £16.7 million to date.
- **1996** - Marie Curie (formerly Marie Curie Cancer Care), Hospice UK (formerly Help the Hospices) and Carers Trust (formerly Crossroads) become beneficiary charities.
- **2002** - HRH The Prince of Wales took over from his grandmother and becomes the National Garden Scheme's Patron.
- **2013** - Parkinson's UK joins the National Garden Scheme as a guest charity and goes on to become a permanent beneficiary.
- **2016** - Mary Berry becomes President of the National Garden Scheme and we begin an annual funding programme to support gardens and health-related projects run by charities. Our first gardens and health beneficiary is Horatio's Garden, who receive £130,000 to create and care for beautiful accessible gardens in NHS spinal injury centres.
- **2017** - In the National Garden Scheme's 90th anniversary year, we launched our annual Gardens and Health Week to continue raising awareness of the amazing impact gardens and gardening can have on physical and mental health.
- **2019** – We celebrate 35 years of partnership with Macmillan Cancer support making us their longest standing partner. In 2019 we made the commitment to continual annual funding of Horatio's Garden for the next 10 years, to enable the creation of gardens in all remaining NHS spinal injury units across England and Wales.
- **2020** - In 2020 the outbreak of the Coronavirus pandemic leads to the closure of many National Garden Scheme gardens during the lockdown periods. Despite this, we donated £2.88 million to our beneficiaries. The annual Great British Garden Party community fundraising event was also launched.
- **2021** - We celebrate 25 years of continuous partnership with three main beneficiaries - Carers Trust, Hospice UK and Marie Curie - illustrating the value and importance of the long-term continuity of our funding.

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## General facts

- The National Garden Scheme opens exceptional private gardens in **England, Wales, Northern Ireland and the Channel Islands**. Scotland's Gardens Scheme – who run independently of the National Garden Scheme - open gardens in Scotland.
- **Pop up openings** are additional garden openings which can't be found in the Garden Visitor's Handbook or County Booklets. All pop-up openings are listed on our website: [ngs.org.uk](https://ngs.org.uk).
- National Garden Scheme gardens **start opening** for our annual Snowdrop festival in February **and continue until the end** of October with gardens offering seasonal interest and autumn colour. However, over 50% of our gardens open across seven weekends from the last weekend in May until mid-July.
- The majority of gardens open for the National Garden Scheme offer **refreshments** at open gardens, which is usually homemade teas. Many garden's owners also sell plants at their open garden.
- The **majority of money raised** from admissions, refreshments and plant sales, go to the National Garden Scheme. Some garden owners decide to donate money raised from refreshments and plants sales to local charities of their choice. Garden owners and National Garden Scheme volunteers do not receive any of the funds raised at garden openings.'
- Each county in England and Wales is run by a team of **volunteers** – which typically includes a county organiser, assistant county organisers, treasurer, publicity officer, social media officer and booklet coordinator. They seek out new gardens, manage garden openings, publicise garden openings and process the funds raised in their region.
- Our Gardens & Health programme raises awareness of the physical and mental health benefits of gardens and gardening for everyone. Celebrated in May each year with a dedicated Gardens & Health Week (7-15 May in 2022), we work to promote gardens and health throughout the year, linking service users from our beneficiaries with free garden visits and [funding garden and health projects](#).

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## Stats for 2022

- The **National Garden Scheme open** over 3,500 exceptional private gardens across England and Wales.
- 1,120 gardens are **open by arrangement** for the National Garden Scheme. Groups of friends and family, or an organised tour group, can enjoy an exclusive and more personalised visit to one of our stunning gardens at a date and time that is mutually suitable and agreed with the garden owners.
- 148 gardens open for the National Garden Scheme on dates that require a **pre-booked ticket** to visit. Ticketed gardens include gardens that can only accommodate a small number of visitors at one time, limited openings such as the Royal garden at Frogmore, and gardens that offer talks/guided tours. Tickets can be purchased in advance via [ngs.org.uk/events](https://ngs.org.uk/events)
- There are 37 gardens that **open regularly to the public** and choose to support the National Garden Scheme with a set donation every year, rather than donate garden admissions from a particular day. Many will be open throughout the year, but some only at certain times. Full details are available in each garden's listings.
- There are 238 **garden groups** – where a visitor pays one admission charge to view a number of gardens in close proximity. Some gardens join forces to open as a group if they are new to garden opening, are unable to provide sufficient parking or feel they are too small to open on their own.
- 1,723 gardens **welcome dogs on leads**.
- Average **admission charge**: £5.35 (excludes gardens open regularly to the public)
- 2,099 individual gardens are listed as having wheelchair access



# Our beneficiaries and donations in 2021

Originally set up to support district nurses, the National Garden Scheme now raises funds for some of the UK's best-loved **nursing and health charities**. We also support charities doing amazing work in gardens and health, grant bursaries to help community gardening projects and support gardeners at the start of their career.

Thanks to the generosity of garden owners, volunteers and visitors, the National Garden Scheme has donated over £63 million to charity since 1927 – making us the most significant funder of nursing in the UK. In 2021, we donated over £3 million from funds raised at our gardens.

## Nursing and health beneficiaries

Our nursing and health beneficiaries are our ‘core charities’ and receive an annual donation from the National Garden Scheme. In 2021, we donated:

|                                 |                   |
|---------------------------------|-------------------|
| • Marie Curie                   | £525,000          |
| • Macmillan                     | £500,000          |
| • Hospice UK                    | £500,000          |
| • Carers Trust                  | £425,000          |
| • The Queen’s Nursing Institute | £395,000          |
| • Parkinson’s UK                | £212,500          |
|                                 | <hr/>             |
|                                 | <b>£2,557,500</b> |

*NB: These beneficiary donations will be updated annually in December. Last updated December 2021*





# Our beneficiaries and donations in 2021 continued...

## Gardens and health beneficiaries

In 2016, the National Garden Scheme began an annual funding programme to support gardens and health-related projects run by charities. Charities apply for funding via the National Garden Scheme's CEO and successful beneficiaries are selected by trustees.

In 2021, we donated:

|                             |                 |
|-----------------------------|-----------------|
| • Maggie's                  | £100,000        |
| • Horatio's Garden          | £75,000         |
| • ABF The Soldiers' Charity | £60,000         |
|                             | <hr/>           |
|                             | <b>£235,000</b> |

*NB: These beneficiary donations will be updated annually in December. Last updated December 2021*



# Our beneficiaries and donations continued...

## Support for gardeners

The National Garden Scheme grants bursaries to support gardeners at the start of their career as well as helping horticultural workers that need support in tough times through our donations to Perennial.

In 2021, we donated the following to support and train gardeners:

|                                  |                 |
|----------------------------------|-----------------|
| • Perennial                      | £115,000        |
| • WFGA*                          | £65,000         |
| • National Botanic Garden, Wales | £20,000         |
| • Professional Gardeners' Trust  | £20,000         |
| • Garden Museum                  | £10,000         |
|                                  | <hr/>           |
|                                  | <b>£230,000</b> |

\*Previously referred to as WRAGS ( Work & Retrain as a Gardener Scheme) which is part of the work of the Working for gardeners Association (WFGA).

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# Gardens and health

The National Garden Scheme isn't just about opening beautiful gardens for charity – we are passionate about the physical and mental health benefits of gardens and gardening.

In 2016, we commissioned the King's Fund to produce a report on the topic and began an annual funding programme to support gardens and health-related projects run by charities. In 2017, we also launched our annual Gardens and Health Week to continue raising awareness of the impact gardens, gardening and garden visits can have on physical and mental wellbeing.

## The King's Fund and other reports

The King's Fund report (2016), *Gardens and health: Implications for policy and practice*, was commissioned by the National Garden Scheme. The report aims to contribute to the understanding, assessment and development of the links between gardens, gardening and health and has become a seminal work on the topic.

We continue to champion the contribution of our beneficiaries to the nation's health and care, in particular to community health and social care, and have commissioned two subsequent reports in partnership with our beneficiaries: the King's Fund report (2019) *Investing in Quality, the contribution of large charities to the future of health and care* and the LSE report (2021) *Health Charities and the NHS, A vital partnership in peril*

You can view these reports on our website at: <https://ngs.org.uk/who-we-are/reports/>

## Gardens and Health Week

The National Garden Scheme's annual Gardens and Health Week, which began in 2017, is dedicated to promoting the positive impact gardens can have on health and wellbeing. From finding solace in a garden or catching up with a friend over a slice of cake, to reconnecting with nature and finding inspiration – garden visiting offers the perfect opportunity to reconnect with the beauty of nature and soothe the soul.

In 2020, following the enforced lockdowns caused by the global coronavirus pandemic, we collated a report from the experiences of our garden owners and supporters entitled: *Gardens and Coronavirus 2020 - The importance of garden outdoor spaces during lockdown*. You can read it on our website here: <https://ngs.org.uk/wp-content/uploads/2020/08/Survey-Results-September-2020.pdf>

Our communications campaign for Gardens and Health Week 2021 **Gardens are Good for You**, focused on the role of gardening, gardens and garden visits in helping to support positive health and wellbeing. We published an interactive digital booklet to accompany the campaign entitled: *'The Little Yellow Book of Gardens & Health'* You can find it here: <https://indd.adobe.com/view/24b2a665-4724-4adf-8c31-16a86355f6d9>

In 2022, our Gardens & Health week will run from 7th – 15th May, but we work to promote Gardens & Health throughout the year, linking service users from our beneficiaries with free garden visits and funding Gardens and Health projects.

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# Opening your garden

Would you consider opening your garden with the National Garden Scheme? If your friends and family love being in your garden, then it's very likely other people will want to visit it too.

By opening your garden with the National Garden Scheme, you'll join a community of like-minded garden owners and volunteers, all passionate about gardens. You'll share a memorable day with your visitors and help raise money for some of the UK's best-loved nursing and health charities at the same time. Last year garden owners contributed to an impressive £3 million donation to our beneficiaries which include Macmillan Cancer Support, Marie Curie, Hospice UK and The Queen's Nursing Institute.

You can decide when and how many times you'd like to open your garden - it's completely up to you. We'll help spread the word by including your garden in our annual Garden Visitor's Handbook and county booklets, and digitally on the National Garden Scheme website and App. You'll receive lots of great support from your local county team in the run up to your opening.

Whether your garden is big or small, an allotment or wildlife haven, if you think it has quality, character and interest, we would love to hear from you to arrange a visit.

## Garden owner quotes

- “If you think people would enjoy visiting your garden, why not contact the National garden Scheme? It doesn't matter if you don't have acres at your disposal, this is one of those occasions when size isn't important. If it's beautiful, or interesting, or quirky, there's a good chance it's what the National Garden Scheme are looking for.”  
**Annie, Garden Owner, Montgomeryshire**
- “I get great pleasure from seeing people enjoy my garden, spending a happy hour or two in beautiful surroundings, chatting to their friends - and eating cake! The whole experience is therapeutic for both the visitor and garden owner. The fact that one is also raising money for such great causes makes it even more satisfying.”  
**Garden Owner**

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# Volunteering

Volunteers are at the very heart of our organisation, and without them we simply wouldn't exist.

We have an army of energetic and friendly individuals across the country, who work in teams in their counties to open beautiful gardens. They generously give their time and talents to raise impressive amounts of money for nursing and health charities.

Inspiring, rewarding, sociable, a joy and a privilege are just some of the ways our volunteers describe their experience as part of our team.

If you have experience in social media or publicity, enjoy finance, are a keen photographer or simply love visiting gardens and talking to people – there's a role that's perfect for you at the National Garden Scheme.

If you are over 16 years old and have an enthusiasm for the National Garden Scheme, we would love to hear from you. Email [hello@ngs.org.uk](mailto:hello@ngs.org.uk) or call 01483 233535 for more information.

## County team member quotes

- "As a keen gardener and as a nurse, volunteering with the National Garden Scheme is a no brainer! I've met some wonderful people. I know my efforts make a real difference to peoples' lives and I get to see some absolutely beautiful gardens." **Sharon, Booklet co-ordinator, Leicestershire and Rutland**
- "I volunteered originally because of my love of gardening, but soon realised how effective a charity the National Garden Scheme is. A simple concept –individual gardens opening to raise millions of pounds each year for vital charities (and just how vital they are has been shown in the last year); a small core staff supported by hundreds of volunteers throughout the country making it extremely economically efficient. A brilliant idea well executed, achieving so much!" **Maureen, County Organiser, Northumberland and Tyne and Wear**
- "I wanted to come on board as a National Garden Scheme volunteer not just because I have a passion for plants, but also because I wanted to help open up the wonderful and diverse world of growing to as many people as possible. I wanted to help inspire and excite garden visitors to create their own little slice of horticultural heaven. It's never about how much space you have, it's what you can do with that space. It also means a lot to me to be helping to raise funds for the National Garden Scheme's nursing beneficiaries. My own family has personally benefitted from the amazing services these charities offer, and to be able to give back to them in some way is hugely rewarding." **Lucy, Publicity, Bedfordshire**

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# Legacies

## Pass on your love of gardens with a gift in your will

Leaving a gift to the National Garden Scheme will help us ensure that everyone can experience the joy of garden visiting and inspire a passion for gardens in future generations.

After providing for those closest to you, a charitable gift is a very personal way to ensure the things that matter most to you live on, while inspiring your family and friends with the causes you hold most dear.

Your gift will help the National Garden Scheme to open more extraordinary gardens each year, welcoming more visitors and giving everyone the opportunity to discover a lifelong love of garden visiting, whilst allowing us to continue our vital long-term support to nursing and health charities.

Having an up-to-date Will is so important - it means the things you leave behind go to the people and causes you care about, giving you peace of mind. It also helps your loved ones know what your wishes would have been, so they don't have to make difficult decisions.

## Legacy quotes

- “They were both avid supporters of the National Garden Scheme and loved nothing more than to visit open gardens. It was their express wish that a gift in their will should be made to your organisation. My sister and brother-in-law wanted their legacy to benefit others in a field they were passionate about - and ultimately enable future generations to experience the joy of garden visiting, just like they did.” **Di handled her sister and brother-in-law's estate when they passed away**
- “Why I'm leaving a gift: I love visiting beautiful National Garden Scheme gardens, and I have also been a volunteer for many years which has been immensely rewarding. The National Garden Scheme provides such valuable funding to nursing and health charities and I hope my modest legacy will help them continue for many years to come.” **Graham, National Garden Scheme volunteer and visitor**

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# The Great British Garden Party

The Great British Garden Party is the National Garden Scheme's annual community fundraising event.

We are inviting the general public to join us to help raise funds for some of the best-loved nursing and health charities in the UK. The state of your garden - whether it is large or small, picture perfect or a project waiting to happen, a balcony or a public park, is unimportant. This is just a wonderful opportunity for all of us to share our appreciation of nature with friends, family, and neighbours – all for a good cause.

Whether you choose to host an afternoon tea party, prosecco by candlelight or a plant or cake sale in your front garden, everyone can join in and help raise funds through donations and sales. And every pound raised will make a real difference to people's lives.

By hosting a Great British Garden Party you will be supporting some of the UK's best-loved nursing and health charities and spreading the enjoyment of gardens. Your amazing contribution will also allow the National Garden Scheme to support horticultural scholarships and community garden projects too, helping us to provide access to gardens for everyone.

In 2022 our official Great British Garden Party week is 16<sup>th</sup> – 24<sup>th</sup> July, however people can host their event on a day to suit them at any time of the year.

## Quotes

“The idea of inviting over a few family members, friends or neighbours to enjoy some quality time in your garden and simultaneously raise funds for the National Garden Scheme is just brilliant and I urge everyone to join in.”

**Rachel de Thame, National Garden Scheme Ambassador and gardening broadcaster**

“We had so much fun on the most idyllic September day imaginable and we made £910! We had always wanted to open our garden but knew it would never be up to muster – so the Great British Garden Party was a golden opportunity to show it off.”

**Mary and Alan - Cornwall**

“I love hosting friends and family and the National Garden Scheme's campaign gave me a great reason to get everyone together and enjoy tea and treats in the sun, for a great cause! The Great British Garden Party campaign is such a great way to make the most of the British summer whilst raising funds and awareness for some brilliant nursing charities.” **Alice – London**

“We ran a plant sale from 10am-2pm on a Saturday and it was a lovely excuse to meet and chat to a lot of our new neighbours. The plants were all things I'd grown from the seed or bulbs, or divided and re-potted from the garden, and pots that I no longer needed. Together we raised £173.80.” **Rebecca - Hertfordshire**

Style





## Our Name

- To encourage greater brand awareness, **National Garden Scheme** should always be written in full on all external communications and the abbreviation 'NGS' should not be used. The only exception to this is in our website URL [ngs.org.uk](https://ngs.org.uk)
- When referring to ourselves within a sentence we talk about 'the National Garden Scheme' – e.g. In 2019, the National Garden Scheme donated £3 million to charity.

## Garden Visitor's Handbook

- Our National Garden Scheme '*Garden Visitor's Handbook*' is the title of the annual guide to our open gardens. To help create brand consistency and awareness we ask that everyone refers to it as that externally, not as the 'Yellow Book' as it was previously called.

However, we can refer to its colour, without caps, within a sentence - e.g. Our iconic yellow book, the Garden Visitor's Handbook, is now available to pre-order.



## Numbers

- Numbers one to ten should be written in words and 11 onwards should be written numerically - e.g. Of the 22 beautiful gardens open for the National Garden Scheme in Wiltshire this month, nine feature snowdrops.
- The exception - sentences starting with any number should always be written in words - e.g. Twenty seven gardens open for the National Garden Scheme have received an award.

## Date and time format

- Day, date and month, including st, rd, nd or th – e.g. Monday 3<sup>rd</sup> December
- Timings to be in 12 hour clock format, using a colon and am/pm – e.g. 10:00am – 2:30pm
- The exception - on signage where space is at a premium, timings can be shortened – e.g. 9-11am or 10am-3pm

## Capitals

- Only the first letter of the first word of a heading should be capitalised, unless using proper nouns or place names – e.g. Garden visitors enjoy Dipley Mill's grand opening
- The first letter of each word of a job title should be capitalised – e.g. County Organiser
- Seasons should be in lower case – e.g. autumn

## Fonts

- Consistent use of fonts helps maintain the look and feel of the National Garden Scheme brand. Our recommended body copy fonts are Georgia or Gill Sans

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Please contact Anna Wili ([anna@ngs.org.uk](mailto:anna@ngs.org.uk)) with any questions regarding messaging, branding and style.

