



Attracting Group Visits to your gardens

Pat Beagley

NGS Hampshire Publicity Officer

&

Mark Porter



Step 1 - Create your email Groups Lists



Federation of Horticultural Societies,
WI, U3A, Garden Clubs, Hort Socs,
Hardy Plant Societies, County Garden
Trusts, Probus, Towns Womens Guilds,
Residential Homes, Active Retirement Groups,
Cycling Clubs etc

Step 2 - Storing & Organising your Data



Keep contacts in small, emailable Groups

My Three Stage Process for new contacts :

- 1) Record contact - keep in a Group
- 2) Make Initial approach, with GDPR letter
- 3) If successful, add to **Contacts Database**

Always send your Group emails 'bcc'

GDPR Letter

My name is Pat Beagley and I deal with the Publicity for the National Garden Scheme in Hampshire. I obtained your details from the internet.

The National Garden Scheme is an 'Umbrella' Charity supporting Nursing, Caring and Health Charities. We are a Nationwide Organisation and have some 3,500 volunteers who open their private gardens to the public for a fee. These monies are then distributed to our beneficiaries - annually. The likes of Macmillan Cancer Support: Marie Curie: Hospice UK: and Parkinson's UK to name a few, benefit from these donations. You can view all our beneficiaries at <https://ngs.org.uk/who-we-are/beneficiaries/>

Many of our gardens open 'By Arrangement' for groups of visitors. This offers a more personalised visit on a pre-arranged date. These gardens usually open during a range of months, giving the visitor the option to select the most convenient time for them.

We also have a number of experienced speakers who visit groups to give talks on the National Garden Scheme, especially during the Autumn and Spring. The talk is lighthearted, interesting, and informative, and covers a brief history of the NGS, since its inception in 1927. We also talk about some of the nursing, caring and health charities, which we support, followed by slides of some of the stunning Hampshire Gardens.

If you would like to receive my Monthly Newsletter and keep in touch with our upcoming Hampshire Open gardens, and news from the NGS, please just let me know.

Kind Regards

Pat Beagley (Head of Publicity)

National Garden Scheme - Hampshire



Step 3 - The monthly Newsletter



Send early in the month

Compose in body of email, not as an attachment

Add interesting content

Feature gardens from across county which
open in next 6 to 7 weeks

Include photos

Subject Box Reference

Step 4 - By Arrangement (BA) Gardens



Use County team to persuade GOs to open BA !

Compile your County GO BA List

Make the list easy for Groups to use

Include NGS website links

Email the list to your Contact database

NATIONAL GARDEN SCHEME - HAMPSHIRE /IOW 2023: BY ARRANGEMENT GARDENS

Visit on a pre-arranged date for a personalised and leisurely experience.

GARDEN NAME	WEB LINK	AREA & PC	DATES	CONTACT DETAILS
<u>Abbotsfield</u>	https://findagarden.ngs.org.uk/garden/35916/abbotsfield	Ringwood BH24 4AT	April to May	01425 403305 a.blackman292@btinternet.com
Angels Folly	https://findagarden.ngs.org.uk/garden/36107/angels-folly	Fareham PO16 7QJ	July to September	07545 242654 tgreenwood@ntlworld.com
<u>Applevards</u>	https://findagarden.ngs.org.uk/garden/35925/appleyards	<u>Fordingbridge</u> SP6 3BP	April to July	01425 657631 bob.carr.rtd@gmail.com
<u>Beechenwood</u>	https://findagarden.ngs.org.uk/garden/8569/beechnwood-farm	Odiham RG29 1JA	March to June	07944 162419 beechnwood@gmail.com
<u>Bere Mill</u> COACHES	https://findagarden.ngs.org.uk/garden/19432/bere-mill	Whitchurch RG28 7NH	February to October	01256 892210 rupernab@gmail.com
<u>Binsted Place</u>	https://findagarden.ngs.org.uk/garden/6568/binsted-place	Alton GU34 4PQ	June to September	01420 231146 catherine.hadfield1@icloud.com
8 Birdwood Grove	https://findagarden.ngs.org.uk/garden/25026/8-birdwood-grove	Fareham PO16 8AF	July to August	01329 280838 jayne.mcbride@ntlworld.com





Step 5 - Parish Magazines



Step 6 - Enjoy the results

Hampshire's BA income rose from
£11,000 in 2021 to £26,000 in 2022,

I hope yours can too !