



The Gardens Trust

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Unforgettable Gardens: 2020-22

Briefing note, April 2020 v1

Background:

From 2020 to 2022 the Gardens Trust will be working to a theme of 'Unforgettable Gardens: save our heritage'. The intention is to build on the interest in garden history gathered by the Capability Brown Festival and Celebrating Repton, and now turn the spotlight onto the landscapes themselves, the threats they face, work done by people such as yourselves to protect them, and how everyone can help save them for future generations.

We very much want to use Unforgettable Gardens as an opportunity to turn the spotlight onto our collective work, and the value of getting involved. Let's hope to recruit some more active volunteers and supporters for the sector!

Enjoyment of our national heritage of parks and gardens is an immense privilege that everyone deserves to benefit from. Can your Unforgettable Gardens initiatives strive to share this treasure with new people?

Key message:

Value: historic parks and gardens are brilliant

Threat: historic parks and gardens are unfortunately very vulnerable in a myriad of ways

Protection: historic parks and gardens can be protected in various ways (research and recording, practical conservation, desk-based work such as commenting on planning applications)

Get involved: everyone is a stakeholder in this shared national heritage, so people could and should get involved

We would love to hear your thoughts on ideas on how you could contribute to Unforgettable Gardens through 2020-22, via sallybate@thegardenstrust.org.

Gardens Trust support:

Publicity

Logo: Available for free download from <http://thegardenstrust.org/conservation/hlp-hub/campaigns-and-celebrations/unforgettable-gardens/>

Web page: <http://thegardenstrust.org/campaigns/unforgettable-gardens-saving-our-garden-heritage/>

Online Events Calendar: <http://thegardenstrust.org/events-archive/?events=external>
(A guide to uploading to the calendar is at <http://thegardenstrust.org/conservation/hlp-hub/campaigns-and-celebrations/unforgettable-gardens/>)

Twitter: @thegardenstrust, #unforgettablegardens

Facebook: The Gardens Trust Sharing Landscapes page and The Gardens Trust group

Instagram: @thegardenstrust #unforgettablegardens

Online resources

Unforgettable Gardens online Resource Hub:
<http://thegardenstrust.org/conservation/hlp-hub/campaigns-and-celebrations/unforgettable-gardens/> (this will grow as the project progresses)

Volunteer training materials: Regular refreshed re-releases of our training packages - all appropriate to life under Covid-19 – refreshed, updated and with new additions. Please email tamsinmcmillan@thegardenstrust.org or check <http://thegardenstrust.org/conservation/hlp-hub>

Audience development support materials: materials from our Sharing Repton pilot activities for reaching new people are available at thegardenstrust.org/conservation/hlp-hub/networking-materials/sharing-repton-2/

Networking

Meetings: Once the Covid-19 pandemic has moved on, we will organise networking events for those collaborating on Unforgettable Gardens. Let us know if you would be interested in attending a Zoom meeting in the meantime!

Collaborator Mailing list: Join via sallybate@thegardenstrust.org

Matchmaking: Let us know via sallybate@thegardenstrust.org what you are thinking of organising and whether you need a partner (eg maybe you are a group looking for a venue, or maybe you are a garden looking for an activity).

Public awareness campaign, particularly during Covid-19:

Thanks to the National Lottery Heritage Fund, over summer 2020 we will be carrying out a social media campaign to raise awareness amongst new audiences of the value of historic open space, its heritage value, the threats facing it, including due to Covid-19, and the kind of things that they can do in future to help.

Valuing historic parks and gardens: Social media threads using the hashtags #sharinglandscapes and #unforgettablegardens on which we will ask people to suggest what they most miss / appreciate / love about their local park or garden.

We will respond to suggestions by replying with nuggets of garden history information, a conservation project relevant to that site, and links to appropriate groups such as the local County Gardens Trust or Friends group to encourage everyone to get involved.

#guessthegarden: Social media competition in which we post a photo (modern or archive) of a historic park or garden and ask for identification. Clues will be provided that share more information about the site's history, threats facing it, and relevant conservation projects. The reveal of the answer will include a link to a community group for people who want to get involved.

Case Studies: Published as News Stories on our website that will look at sites and organisations and the difficulties they are facing as a result of Covid-19, as well as other conservation issues.

Please email sallybate@thegardenstrust.org if you would like your site or group to be a part of this campaign.

Don't reinvent the wheel:

Your local County Gardens Trust may already be planning something, so contact them and see if you can combine efforts (<http://thegardenstrust.org/about-us/find-local-cgts/>)

Our audience development pilot activities are available for reuse and repurposing from: <http://thegardenstrust.org/conservation/hlp-hub/networking-materials/sharing-repton-2/>

Covid-19:

Unforgettable Gardens was planned before the Covid-19 pandemic emerged but although physical events may not be possible for a while, the message is as valid as ever: historic open space is precious, it is also vulnerable, and we all need to care for it. Please don't let the pandemic stop you from raising awareness online, undertaking projects from home, and planning physical activities for when we are together again.

The Gardens Trust is a charity working harder than ever in these challenging times to help share and protect historic parks and gardens, and support and train volunteers to get involved. We are always reliant on membership income to deliver this work, and expect this to be the case even more as grant-giving bodies are hit by the economic impact of Covid-19. Please consider joining us and supporting our work - <http://thegardenstrust.org/support-us/>