



## Public awareness campaign during Covid-19: briefing

Thanks to the National Lottery Heritage Fund, the Gardens Trust is working on an initiative as part of our Unforgettable Gardens collaborative theme for 2020-22 that we hope will provide useful public awareness of the value of historic parks and gardens and the need to support them, particularly during the challenges of Covid-19.

We are responding to Covid-19 with a social media campaign to raise public awareness of the value and vulnerability of historic open space, by highlighting how much people are missing visiting lovely gardens and how much they need and value public parks. We also intend to emphasise the threats facing these sites (including as a result of the pandemic), and the kind of things that they can do in future to help.

### **Activities:**

**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. Largely, we will spark these conversations by focusing the questions on pre-decided sites.

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:** 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.

We will particularly encourage new audiences to get involved by making sure that the posts use an accessible and inclusive tone and by tagging appropriate community groups.



[thegardentrust.org](http://thegardentrust.org)

 [@thegardentrust](https://twitter.com/thegardentrust)

### **Social media platforms:**

**Twitter:** @thegardenstrust

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

**Instagram:** @thegardenstrust

#unforgettable gardens #sharinglandscapes

### **Is there a site you would like to feature?**

We need you to help us gather a small amount of material.

**About the site:** 150-250 words on the site currently and its history

**Conservation issue:** 150-250 words on a conservation threat that the site has tackled or is facing (ie neglect, restoration, development threat, poor maintenance, sale, Covid-19 closure or over-use)

**The people:** 150-250 words on the group(s) looking after it (ie owners, Friends, organisation, County Gardens Trusts). NB This can include more than one organisation and we would like to include the local CGT if at all possible, for example if they have helped research it or have commented on planning threats.

**Links:** A list of website links giving more info on the site and the groups caring for it.

**Pictures:** Four to ten illustrations that are your copyright (or which you have the copyright holder's full permission to use), with a covering email confirming that you and we have permission to use them on social media. These can be old or modern. We welcome pictures of landscapes with people in them, but please be aware that if the people are identifiable you will need to have their permission, and we also have to be careful at the moment not to accidentally portray people disregarding social distancing guidelines.

Please get in touch via [sallybate@thegardenstrust.org](mailto:sallybate@thegardenstrust.org)

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This initiative is being delivered thanks to Lottery players.

