

IMPACT REPORT

We exist to increase knowledge and appreciation of historic parks, squares, community gardens, cemeteries and churchyards in London.

In 2019...



We championed green space in London by:

- Reviewing 131 planning applications from 23 London Boroughs
- Commenting 11 planning application on behalf of historic parks and gardens
- Campaigning to protect Victoria Tower Gardens from threatening development, working with 1,000s of fellow campaigners (it's a Grade 2 public park and setting for the Houses of Parliament World Heritage Site)



We cultivated knowledge and appreciation by:

- Regularly updating our researched records – we hold an Inventory of over 2,600 providing free online information on all historically important designed landscapes in London
- Publishing:
 - 3 editions of London Landscapes magazine now on recycled paper with recyclable wrapping
 - The book *Repton in London* to celebrate the bicentenary of Humphry Repton (thanks to our volunteers' original research)
 - The 22nd edition of the London Gardener, a journal of garden history
- Running 3 workshops with refugees to share the importance and delight of garden history. This work has led to a change in the way English Heritage recruits volunteers and to 12 refugees volunteering alongside others on a regular basis in Russell Square.
- Posting for 1,000s of social media followers on our various channels



We celebrated our love and appreciation of London's historic green places by:

- Opening 120 gardens through Open Garden Squares Weekend, of which 90% are usually closed to the public, selling 8,500 tickets and generating 46,000 garden visits
- Awarding £3,300 to participating gardens towards their upkeep
- Joining up 550 paid members
- Engaging 592 event volunteers, as well as 55 regular volunteers
- Attracting 300 people to 6 lectures on research and hot topics
- Attracting 109 people on 6 expertly guided-walks



Thank you to all our Donors, Sponsors and Supporters in 2019:

SAGA worked with us on a new event for their 'be active' campaign.

The MPGA gave us a grant of £1,000 towards Open Garden Squares Weekend

We received our first legacy of over £30,000

We received gifts in kind from:

- Hamptons International who printed our posters and tickets for Open Garden Squares Weekend
- Alan Baxter Associates and LDA who gave us use of rooms for meetings
- Members supported us with their annual subscriptions and garden visitors by buying tickets



Behind the scenes we:

- Won two major grants – one to develop our planning and conservation campaigns (from Historic England), the other to strengthen our financial resilience, broaden our fundraising efforts, and review our membership offer (from the National Lottery Heritage Fund)
- Created a better system for volunteer roles and records
- Reorganised our basic but central office at Duck Island Cottage after urgent building work
- Organised our first sponsored event – a croquet and cocktails evening at an historic garden
- Managed all this on the equivalent of 1.4 members of staff