

IMPACT REPORT

We protect London's historic landscapes in the planning process. We increase knowledge and appreciation of historic parks, squares, community gardens, cemeteries and churchyards in London.

In 2021 we...



Championed green space in London by:

- Reviewing 245 notifications for cases with potential impacts on historic landscapes across 27 London boroughs.
- Answering 2 London-wide Mayoral consultations
- Providing in-depth analysis and comment on 22 planning applications to protect historic parks and gardens
- Going to the High Court for a second time to defend Victoria Tower Gardens (a Grade 2 public park and the setting for the Houses of Parliament World Heritage Site) from threatening development, supported by £15k crowdfunding and over £60k in direct donations
- Increasing volunteer input and systems for recording responses for future reference.



Cultivated knowledge and appreciation by:

- Adding 20 new sites to the Inventory through historic research
- Updating a further 51 site records – many with digitised photos.
- Publishing 3 editions of London Landscapes magazine and the 25th edition of the London Gardener, a journal of garden history with an in memoriam donation to cover the costs
- Continuing our Lecture series online and working with the Gardens Trust we ran:
 - More than 10 lectures on a variety of topics from What is wild? to Skateboarding
 - Selling over 1,200 tickets
- Motivating a core group of nearly 50 regular volunteers who undertake a wide variety of roles. This group provided over 900 hours from September to December.
- Keeping 550 members informed with 10 specially curated e-newsletters.



Celebrated our love of London's historic green places by:

- Running our first ever online live interactive event at a professional film studio, selling over 1,800 tickets of which nearly 200 tickets were donated to help those suffering from social isolation through charities such as Thrive and Age UK
- Circulating fortnightly bulletins to 31,000 contacts packed with interesting news about historic gardens
- Posting regularly increasing social media followers across Twitter (to 1700 up 26%), Instagram (to 2700 up 16%) and Facebook (to 1990 up 24%)



Thank you to all our Volunteers, Donors, Sponsors and Supporters

- We were grateful to Hamptons for their generous cash sponsorship of our Online London Open Gardens Event. Also to Sarah Greene for hosting; as well as Andrew Greener and Steve Milton from Maia Films.
- We are indebted to Richard Buxton solicitors and the Save Victoria Tower Gardens campaign for their donations and help.
- We received gifts in kind from Royal Parks who continue to host us at Duck Island Cottage
- Members supported us with their annual subscriptions and attendance at online events

None of our work would be achievable without you!



Behind the scenes (during lockdown) we:

- Tried new fundraising ideas, our Director undertook a sponsored bike ride visiting 64 parks in a day across London and raising £2k
- Created a database to improve coordination of our volunteers' important work; and a different database for recording our planning work
- Sold over £5k of tickets in our first online Winter Raffle
- Managed all this with the equivalent of 2 members of staff working remotely.

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