

**GUIDELINES
FOR
DISTRICT
ORANISERS**

Out of Date

A District Organiser's principal responsibilities are

- Appointing and organising a team of Area Organisers. Having a good team is of the utmost importance and it should represent all parts of the community – Villages, Towns, Country etc. With such a team the District Organiser is able to delegate responsibilities to each Area Organiser and this includes putting them in charge of overseeing everything for the gardens in their, or a particular, area.
- Appointing a Treasurer.
- Liaising with garden owners to see that a good relationship is developed and also to ensure that each garden opening is successfully organised.
- Identifying and obtaining of new gardens to open for the charity.
- Organisation, gathering and submission to Head Office of all relevant details required annually for the Guidebook etc. They should be provided to Head Office as soon as possible either on line or on hard copies and at the very latest by 30 September each year.
- Ordering from Head Office and distributing of all marketing material.
- Ordering from Head Office and distributing all signage/posters used at a garden opening.
- Advertising garden openings in the district in the local press using the templates which are available from Head Office. *NB. Head Office does all advertising in The Scotsman, The Herald, The Press & Journal and The Dundee Courier.*
- Obtaining of editorials and features in the local press.
- Obtaining local sponsorship for local advertising.
- Arranging for photographs of each garden to be e-mailed or posted to Head Office so that they can be put on the garden's page on the website.
- Stocking and distribution of the road signs to the garden owners.
- Attending the garden openings or organising Area Organisers to do so.
- Writing of thank you letters to the garden owners following an opening
- Developing relationships with local TV and radio stations.
- Ensuring the Treasurer has paid the owner's choice of charity as soon as possible after the opening and that he sends the garden owner a receipt signed by the charity to confirm that the payment has been made.
- Ensuring on retirement that a succession plan is in place.

What gardens are suitable?

- Gardens may be of any size. If a garden is very small it is best to get some others nearby to open with it. Several small gardens can open together.

- The garden must have some horticultural interest.
- The garden must be tidy.
- The garden owners must want to open for Scotland's Gardens.
- Allotments should be considered.
- Vegetable gardens are of great interest.
- Snowdrops are very popular and properties with good snowdrops should be encouraged to open. For owners snowdrop time is good as weeds have not started!
- Bluebells are also very popular.
- Garden Centres/Nurseries provided they have a garden of a suitable standard.

Kinds of garden openings

- One or more days/afternoons in a year
- On a regular basis for a period or all year
- By arrangement – the garden is only open to those who arrange a visit in advance. This may be for a period or for the whole year.
- An evening opening – It is good to have wine at such events. The first glass should be included in the entry charge and a recommended donation should be given for all others. *NB. Wine cannot be sold without a license*
- A private opening – such openings are not included in the guidebook, the Scotland's Gardens website or in any Scotland's Gardens marketing. Invitations are printed for these openings which may be sent out by the owners and District /Area Organisers.

Where do the funds go?

Each garden owner has the choice of nominating a registered charity of his choice to receive up to 40% gross of the funds raised at a garden opening. He may if he wishes donate this 40% to Scotland's Gardens' beneficiaries.

Scotland's Gardens receives the 60% from which the charity's expenses, both local and Head Office, are deducted and the net figure is given to the beneficiaries which are:

- Maggie's Cancer Caring Centres
- The Queen's Nursing Institute Scotland
- The Gardens Fund of the National Trust of Scotland
- Perennial – The Gardeners' Royal Benevolent Society (The Royal Fund for Gardeners' Children amalgamated with this charity in 2011)

Advice to give garden owners includes

- Always give each garden owner an Information Pack for Garden Owners as this pack provides some very important information about how to organise a successful opening. It also gives full details regarding the insurance cover provided by Scotland's Gardens.
- Entrance Charges – The recommendations are: A minimum of £3.00 for small gardens and £4.00 for large ones. Groups should fall into the £4.00 category.
- Tea Charges – The recommendations are: £1.50 for a basic tea and biscuits and £3.00 upwards for homemade and cream teas. Ideally visitors should pay a standard charge covering a full choice of the items available. When a commercial tea room is doing the teas 20% of the tea price should be donated to the funds raised at the opening.
- Posters – Encourage owners to help distribute the posters.
- Entertainment – Encourage and help the owners to have some forms of entertainment such as children's games, music or stalls. Insurance implications outlined in the Information Pack for Garden Owners should always be considered.
- Encourage representatives of the owner's choice charity to help with the teas.
- Enjoy the opening!

Some basic facts about Scotland's Gardens

- A registered Scottish charity founded in 1931.
- Run according to the Constitution and Rules of 1998 and as agreed by the Inland Revenue.
- The Chairman heads the organisation and is supported by the Trustees, Management Committee, a Director, and three part-time administrators based at Head Office and are always available to help you in any way they can.

- In the last three years over £1.00 million has been raised from the garden openings.
- Our financial year runs from 1 January – 31 December.
- Our Guidebook is published annually at the beginning of December. Copies are sent by Head Office to all garden owners and volunteers.
- Copies of the annual Guidebook may be ordered by District Organisers for delivery to them so that they can arrange for their sale at garden openings.
- Our website, www.scotlandsgardens.org, provides full details of Scotland's Gardens and of all the gardens opening in a particular year. It is updated on 1 January each year.
- A Conference and AGM is held annually in March to which all District Organisers, Area Organisers and Treasurers are invited along with the garden owners who opened their garden in the previous year.

Marketing material currently available

- Scotland's Gardens Guidebook
- www.scotlandsgardens.org
- Posters – ranging from A6 to A3 advertising a garden opening– can be laminated if required.
- Flyers – covering one or a group of districts and giving basic information of all openings in the area/areas concerned.
- Calendars – listing dates of garden openings in an area/areas – A6 to A4 and can be laminated or printed on card.
- Various signage.
- Information Pack for Garden Owners.
- Donation collection buckets or cans.

- Road signs – Yellow arrow shaped “Garden Open”.
- Very large “Garden Open” banners for use at roadside entrances to a property.

Scotland’s Gardens contact details

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