

# MAKING THE MOST OF OPENING YOUR GARDEN 'BY ARRANGEMENT'

Opening by arrangement is always a bit more difficult to promote as visitors can be a little shy of approaching a garden owner! While SGS Head Office will do our best to promote your opening, the most successful 'by arrangement' garden openers tend to promote their garden quite pro-actively.

We've created a checklist of things to consider when promoting this type of opening.

## CHECKLIST FOR PROMOTING 'BY ARRANGEMENT' OPENINGS:

- **Spread the word** - let people know you are welcoming visitors to your garden:
  - Suggested text for promoting 'by arrangement'
  - Handing out 'by arrangement' cards when you're out and about (Head Office / your District Organiser will provide these)
  - Circulate flyers/posters in your local area (these can also be provided by your District Organiser) - these can be left in shops, cafes, community halls, garden centres, local church, gardening club etc.
  - Remind Head Office – if you feel your garden opening needs a bit of extra promotion, please let us know and we will be happy to help
- **Consider adding one or more single, specific date opening/s** - this could be at a quieter time such as mid-week but can make it easier to promote alongside the 'by arrangement' dates.

## BOOKING PREFERENCES

- If you have a preferred minimum/maximum number of visitors, please let Head Office know so we can add that to your listing in the guidebook/database
- Try to provide an email address as well as a phone number to make it easier to get in touch
- If you can specify a particular time/times, people may be encouraged to get in touch: for example, 'mid-week afternoons' or 'Wednesday afternoons'.
- It may be possible to arrange online booking for your opening if you have specific dates and times in mind – ask your District Organiser or Head Office for advice

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- **Tell visitors about the advantages of 'by arrangement' visits** – you can add these details to your listing in the book/on the website so that visitors know what to expect from their visit:
  - they can arrange a time to suit them and the garden owner (do you prefer any day of the week in particular?)
  - last minute bookings might be available
  - privacy – see a garden away from the crowds
  - enjoy a guided tour or freedom to wander alone
  - small groups / couples or bigger groups are often welcome
- **Blogs** – send us your stories and tell us what you enjoy about welcoming visitors 'by arrangement' to your garden so we can post them on our blog page and link to your garden opening listing.
- **Videos** – create a short video inviting people to arrange a visit to your garden and let them know what you enjoy about 'by arrangement' visits and we can post it on our YouTube channel. You can check out examples of videos on the Gardens 'By Arrangement' webpage.
- **Social media** – use social media to encourage people to get in touch and arrange a visit and make sure to follow and tag central Scotland's Gardens Scheme accounts so we can share your posts to a wider audience.

## SCOTLAND'S GARDENS SCHEME SOCIAL MEDIA ACCOUNTS:

- **Instagram:** <https://www.instagram.com/scotlandgardenscheme/>
- **Facebook:** <https://www.facebook.com/scotlandsgardens>
- **Twitter:** <https://twitter.com/scotgardens>
- **YouTube:** <https://www.youtube.com/@ScotlandsGardensScheme>
- **TikTok:** <https://www.tiktok.com/@scotlandsgardens>
- **LinkedIn:** <https://www.linkedin.com/company/scotland-s-gardens-scheme/>