



TEN REASONS WHY WE OFFER GREAT VALUE

1 - Unique website

Our distinctive website is dedicated to quality nurseries, they are the core of our business not an add on. Our member's must be grower's and have good customer service

2 - Google

In a year from launch we are on the first page of Google. Research shows only 25% of people look beyond the first page

3 - PR at Shows

In our first year we were invited to RHS Chelsea Flower Show, and won an award! We're back with a garden designed by one of the top 200 designers

4 - E- Newsletter

We have a healthy and expanding database of gardeners who receive our regular newsletter featuring editorial by members, offers and details of courses

5 - The Press

Our profile in the media is very healthy and is set to rise with our new monthly feature from March in Country Living magazine, one of the most popular lifestyle magazines, with an enviable readership of 200,000 a month

6 - Social Media

Social media is the most influential place to be seen. Our growing following of over 1,500 influential people includes journalists and broadcasters, garden designers, head gardeners, landscapers as well as hundreds of gardeners

7- Advertising

We advertise in key horticultural publications, such as the NGS yellow book, The Country Gardener and online

8 - Personal Contact

We personally engage with both the nursery owners and the general public to help better understand how to bring them together.

Building relationships is really important to us and this creates brand loyalty

9 - Networking

One of our strengths is our great networking skills. We work with a range of good partners who help promote our brand and our member's

10 - Member's opportunities

We work closely with our member's, the more engaged they are the more we can do for their business. We create opportunities and look for new openings



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Here's what others have to say...

"I am so glad that the British Plant Nursery Guide exists. We have long needed a website that can help you find quality grown, locally sourced plants. Supporting British grown plants is hugely important. We have a wonderful horticultural heritage and long history of great nurseries, but they only continue if you buy their plants. Buying a locally grown plant you will find that you have a product that adapts to your conditions, is hardy for our wet winters and has significantly reduced miles to its footprint. There are some wonderful hidden gems out there, brilliant, creative nurseries full of plants that will make your garden sing, so go on, make a day of it!"

Alys Fowler, Journalist and Broadcaster

"It's great to hear that you are promoting British nurseries and plants. Your Jolly Jaunts sound like great fun! Good luck, Matt"

Matt Biggs, Writer and Broadcaster

In setting up this organisation, Gilly is successfully attempting to do a number of things, powered by her very real enthusiasm. At a time when all British industry needs some help, she is promoting the best of British nurseries – those businesses that provide a quality service and supply high quality home grown plants ensuring satisfied and loyal customers who keep returning. Furthermore she is encouraging people in their desire to learn more about plants and gardens and the pleasure that can bring, by bringing them to reputable businesses that will guide them and treat them with respect.

Kevin Croucher, Managing Director, Thornhayes, Nursery Member

The British plant nursery guide, or should I say Gilly Pollock has created opportunities for Coolings to be promoted in ways which enhance our brand that would be very difficult to do on our own as a small to medium size business. Gilly's enthusiasm for British nurseries and her incredible pool of great ideas has been very helpful; in fact Gilly is almost an extension of our marketing department.

Gary Carvosso, Managing Director, Coolings, Nursery Member

National Apple Day was a great example of how a membership organisation can practically support its members; Gilly's enthusiasm and her promise of national promotion encouraged us to take part for the first time. We were mentioned in national press thanks to Gilly and it was very useful to have a template press release to use with local press, which generated a couple of articles. We backed it up with in-store posters and promotion via our social media channels and had a great turn-out.

Hannah Bournne, Perryood, Nursery Member



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2012 Member's Benefits

	Basic £200	Full £350	Premium £450
Monthly instalments	—	£35	£45
Basic web profile	✓	—	—
Link to your website	✓	✓	✓
Promotion at shows	✓	✓	✓
Member's newsletter	✓	✓	✓
Full page web profile with images		✓	✓
Updates to your profile		✓	✓
Your articles, promotions & offers in our subscriber's newsletters		✓	✓
Web promotion of courses & events		✓	✓
Social media promotion		✓	✓
Review meeting		✓	✓
Membership plaque		✓	✓
Feature nursery			✓
Quality endorsement with a personal visit			✓
Subscriber's newsletter solely featuring your nursery			✓
Exclusive - a 'Jolly Jaunt' trip to your nursery			✓

For immediate membership, download the joining form available on our website, or contact us for further information.

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Terms & conditions apply

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