SGT Communications Strategy 2025

Objective:

To use a wide range of communications that are accessible and welcoming in order to:

i. Raise awareness of the role and the activities of the Sussex County Gardens Trust and celebrate the historic and designed landscape of Sussex with a wide audience

ii. Encourage enjoyment, participation and engagement in the Trust's activities

iii. Attract new members and volunteers to ensure the sustainability of the Trust

How, What & Why

Website: A 'shop window' which brings together all the activities within SGT. Accessible to SGT members and non-members. Links with social media platforms to promote events and activities and raise the profile of SGT.

Email: Monthly email highlighting news, events and other items of interest for members and non-member subscribers. Personal messages, updates and reminders where relevant.

Notebook: A regular online feature commissioned from contributors, including SGT members. Accessible to members and non-members.

Social media: Instagram and Facebook posts to promote and raise awareness of the work of the Trust, and publicise events and other news with a more diverse audience.

Publicity: Promoting the work of the Trust through printed brochures and leaflets, display materials at public events, and a selection of appropriate merchandise (tote bags and greeting cards in 2024-25).

The Communications team work closely with SGT Council members and committees to raise the profile of the Trust, engage with our members, and promote the role of a County Garden Trust with a wider audience. Other activities to promote effective communication include:

Events:

- Garden visits: bringing members (and guests) together informally, for enjoyment and sharing an interest in parks and gardens.
- Lectures: online and in person. Opportunities for sharing garden history and research projects by SGT and visiting speakers.
- Presentations by SGT members to local groups/organisations on garden history themes and the role of the county gardens trust.

Research:

- The SGT Research Committee gives volunteers an opportunity to learn about garden history, develop research and recording skills and contribute to SGT research reports and publications.

SGT Journal:

- The academic journal presents a selection of scholarly articles, on-going research and topics relevant to Sussex gardens and landscapes. It is published yearly and given free to members.

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Sussex Gardens Trust Communications Group