
Plant Heritage
SHARE OUR PASSION FOR PLANTS
Partnership Opportunities

Join us to protect the diversity of garden plants for the future

Plant Heritage is the leading conservation charity for garden plants, collected or bred by generations of plant experts, from miniature orchids to enormous oak trees. These plants are part of our shared history, bring us joy and are an important future resource, especially the varieties that can cope with climate change.

Plants growing in gardens might seem safer than those in the wild, but they can easily be lost forever if nobody is looking after them. More than half the garden plants grown in the UK or Ireland are no longer offered for sale and one in six have been found growing in just one or two places or not yet found at all.

By partnering with us, you can help safeguard our garden plants for future generations.

We look forward to working with you

Gwen Hines, CEO



'Protecting this living heritage is essential – not only for biodiversity and climate resilience, but also for the cultural and scientific value these plants represent.'
RHS State of Gardening Report, 2025

Our impact

Plant Heritage is the only organisation in the UK working to protect our garden plants. Together with our members, we're safeguarding 100,000 plants, nearly one-third of all cultivated plants in the UK.

We're the home of the National Plant Collections® – living libraries which can be found everywhere from back gardens and windowsills to allotments, schools, zoos and botanical gardens, even a pub and prison. Those who don't have the space or time for a full collection can look after one or a few rare plants as a Plant Guardian®, or take part in one of our many workshops, plant fairs, talks or garden visits. Our work is recognised internationally as contributing to biodiversity: some of the plants in the National Collections are now extinct in their home countries.





On top of our environmental impact, our work has important social benefits. We have thousands of members, hundreds of volunteers and a network of local groups across the UK, united by our passion for plants. We enjoy coming together to learn new skills, improve our wellbeing and share with others.

750+ National Plant Collections

100,000+ plants protected

950 rare plants swapped in 2026

According to The State Of The UK Shopper And Environmental Sustainability report (2024) brands' environmental actions positively influence shoppers' purchase decisions.

The benefits of partnering with us

A partnership with us is a powerful way to make a tangible difference to conservation, and to enhance your reputation with your customers and employees. We're looking for partnerships with like-minded brands and organisations who want to help us to safeguard biodiversity, preserve our heritage and ensure that future generations inherit a richer, more resilient natural world:

- **Help us save more special plants**: with your support, we can expand our work, protecting more plants at risk of disappearing, along with important data about them. Climate change and the biodiversity crisis mean this work is more urgent than ever.
- **Advance your environmental, social and governance (ESG) goals and Corporate Social Responsibility (CSR) commitments:** align your brand with our mission to protect plant diversity, support climate resilience and nature-positive action.
- **Positive brand exposure:** reach an audience of passionate and dedicated gardeners and others who care about conservation through our trusted newsletters, website, social media, printed *Journal* and National Collections *Directory.*
- **Inspire your employees:** we can also offer hands-on volunteering opportunities that connect people with conservation, and impact updates that show your employees the positive difference your company is making.

A partnership with us is a shared commitment to protecting the plants that shape our gardens, landscapes and our future.







Sponsorship opportunities

We offer a unique opportunity to be associated with plant conservation to audiences across the UK. Here are some of the options we can offer.

Show sponsorship: Opportunities at major flower shows shows such as the RHS Chelsea Flower Show, the RHS Plant Festival Bristol and the Royal Bath and West show to sponsor our award-winning displays, helping to raise awareness of the need to conserve our garden plants.

Sponsor the Missing Collections campaign: Each year we run a public campaign to highlight the importance of plant conservation and to encourage more people to get involved. We do this by profiling 12 plant groups that aren't yet part of a National Plant Collection but deserve to be, and we encourage people to consider becoming a National Collection holder. As part of our commitment to environmental sustainability, we're particularly keen to encourage new collections of plants that are important for wildlife.

Partnering with us enables you to reach new audiences. In 2025, we secured 450 items of media coverage about our work across local, regional, national and international outlets, including radio stations, TV, podcasts, magasines and newspapers as well as online outlets

Seed Shop: Our Seed Shop is a wonderful way for us to encourage more people to grow plants and to collect and share seed. Our support network has grown over the years, with seed coming from members' gardens, botanical gardens and Plant Heritage National Collection Holders. This is sorted, packed and labelled by our volunteers. The Seed Shop can be found at major events such as the RHS shows and local plant fairs, helping to raise vital income for the charity (over £110,000 to date!)



Become a corporate member

The support of our corporate members helps us to continue our important work and to plan for the future.

We have three levels of membership – **Bronze, Silver** and **Gold** – starting from £190 per year with benefits including:

- Priority and discounted opportunities to advertise in our prestigious National Plant Collections *Directory* & biannual *Journal*
- Recognition for our partnership on Plant Heritage website with link to your website, and in our regular newsletters and Annual Report
- Use of the Plant Heritage logo for your website, highlighting your commitment to plant conservation, and a partnership certificate for you to display your commitment to your team
- Membership cards for your staff to use to attend our range of talks, workshops and other events across the UK and online
- Membership pack, including our National Plant Collections *Directory* and the most recent *Journal*
- Regular e-newsletters about our work
- Gold corporate members will receive invites to exclusive events, and the option for a unique online event for your team with ours once a year, to find out more about the impact of your support



‘At Melcourt, our focus is on creating the highest quality growing media so plants can thrive. Supporting Plant Heritage feels like a natural extension of that commitment to the long-term health and integrity of horticulture.’ - Neil Gray

Advertise with us

Are you looking to raise the profile of your company or product with keen gardeners, or those who care about conservation and the environment? Or to break into the growing horticulture marketplace? Advertising with us is a great opportunity to reach your target audience and we can offer you good value for money.

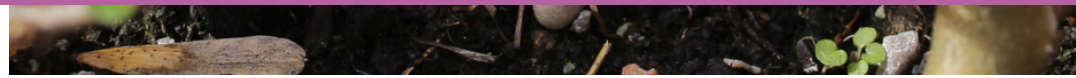
Our widely respected Plant Heritage *Journal* is published twice a year (spring and autumn) and distributed to over 3,000 passionate gardeners.

The *Directory of National Plant Collections* is published each spring and provided to all members and partners, as well as offered for sale.

Advertising rates start from £135 for a quarter page (with discounts available for Plant Heritage corporate and organisational members).



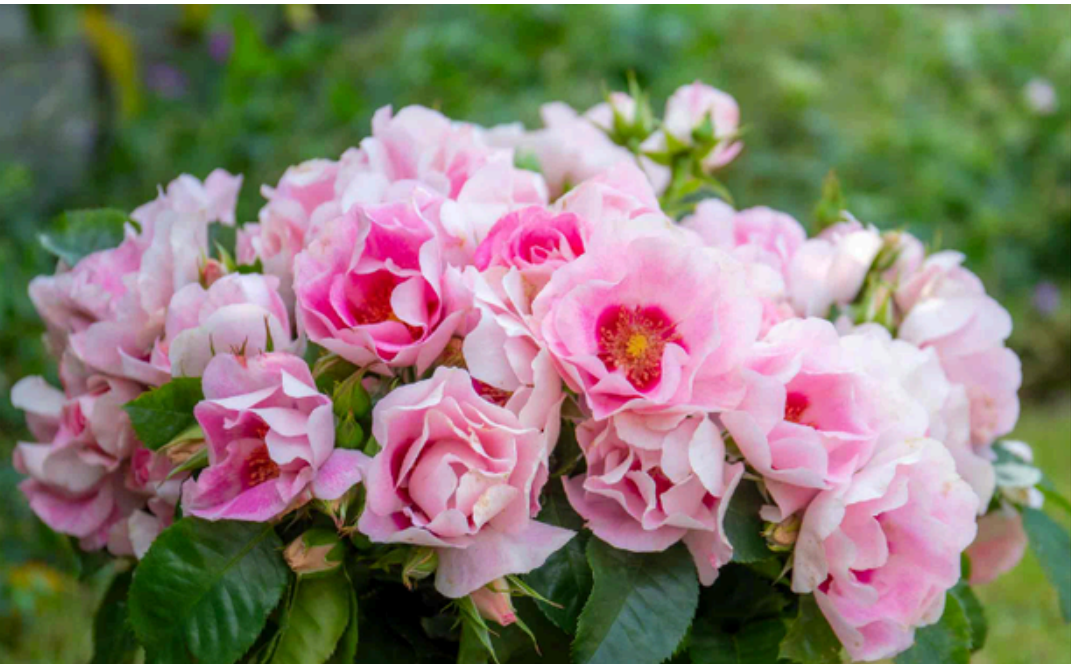
"The Plant Heritage Journal is a fantastic platform which enables us to reach an engaged and specialist audience, with a specific interest in conservation and heritage varieties. Also, to be associated with this publication gives us stronger credibility and trust amongst new and existing visitors." - Helmsley Walled Garden



More ways to work together

Cause related marketing
We're looking for partnerships which promote our values: conservation, expertise and enjoyment and where a donation from every purchase will help raise vital funds for the charity's work.

Marshalls Gardens' beautiful new rose, SEE YOU IN ROSÉ®, was launched at the RHS Hampton Court Garden Festival 2024 in the Plant Heritage display zone with Daniel Myhill, the National Collection Holder of persica roses. Marshalls generously donated £2 per rose sold, raising funds for our charitable work.





Pro bono support and gifts in kind
We welcome pro-bono support and gifts in kind that support our strategic aims.

For example, we're proud of our longstanding partnership with Melcourt, the UK's leading supplier of peat-free growing media. Melcourt are a corporate member, advertise with us, generously provide products for our show displays. They have also provided valuable opportunities for our members and National Collection holders to learn about growing successfully peat-free online and at their premises.

Melcourt®
Industries Limited
PROVEN • SAFE • SUSTAINABLE

Our audience

Passionate and loyal membership

- Over 3,100 members across the UK and beyond (59% female) with a growing number of younger members
- Average lifetime membership of 12 years - 53% have been members for more than 10 years
- 25 local groups across the UK, from Dumfries and Galloway in Scotland to Devon and Cornwall, organising fun and educational events a year in person and online

Growing reach

- Over 9,500 followers on Instagram, 8,000+ followers on Facebook.
- Generated 450 pieces of news coverage in 2025, from local and national magazines and newspapers to TV, radio and podcasts, including gardening and lifestyle, horticultural trade and beyond
- Over 3,400 newsletter subscribers (monthly newsletter)
- 20,000 website users, including our exclusive Members' Zone











Some of our current partners

SHANLY HOMES

Bayntun FLOWERS

Arboricultural ASSOCIATION trees.org.uk

CAPITAL GARDENS
The Natural Place for Gardening

Melcourt Industries Limited
PROVEN • SAFE • SUSTAINABLE

Woottens of WENHASTON

Wack's Wicked Plants
Specialist carnivorous plant nursery

Johnsons

Canonteign Falls

DODDINGTON PLACE GARDENS

WINTERLING

DUCHY of CORNWALL NURSERY

For corporate partnership opportunities contact Saul:
T: 01483 447540 Email: saul.walker@plantheritage.org.uk



plantheritage.org.uk/get-involved/corporate-supporters

Registered Charity No: 1004009/SC041785

Plant Heritage