

## Measuring the success of NPWW

30.7.15

For the third year in succession National Plants at Work Week has been a worthwhile week. The message about the value of plants in the workplace was broadcast far and wide by efig and its members.

### **MBNA Thames Clipper**

efig started the week by decorating an MBNA Thames Clipper with plants to show commuters both the aesthetic appeal and speak about the benefits of plants in the workplace. We publicised this via social media and also with a press release distributed by PR Newswire.



efig Chairman Ian Drummond, Creative Director of Indoor Garden Design supplied the plants and the installation team very early on Monday 11th July.



### **The release**

The release on PR newswire generated 231 views and was picked by 385 web crawlers (robots for search engines); it received 177 media views and was seen by 5 organisations. From here it was picked up and appeared on 58 websites with a potential reach of 259,000.



See it here on **PR Newswire**.

The story was also covered by Pro Landscaper and Horticulture Week.

Transport for London also featured the decorated Clipper on [their Metro page](#). The Metro is the UK's third largest newspaper in terms of circulation and is read by 3.3 million.



### St Joseph's Primary Catholic School in Oxford

On Wednesday 13th July, we installed plants at this primary school in Oxford. The request came from a parent/governor and we were happy to oblige.

This time Chris Jenkin, our Vice Chair and MD of Enterprise Plants kindly took plants from his company and some from the Clipper (supplied by Indoor Garden Design) and planted them at the school with some help from pupils.





This story was covered by the local paper, the Oxford Mail, Pro Landscaper and BBC South Today.



You can watch the edited version of the [BBC report here](#).

### **Favourite Office plant of the Year**

We also took the opportunity to announce the winner of this year's Favourite Office Plant of the Year at the beginning of this week. This year's winner was the stunning *Medinilla magnifica* with two close runner-ups, *Ficus lyrata* and *Monstera* aka the Swiss Cheese plant.





Again the story was covered by Pro Landscaper and Horticulture Week.

### The website

Published:

2 pieces about decorating the MBNA Thames Clipper

10 case studies from members who received awards this year

Background stories to the top five plants in the contest to find Favourite Office Plant of the Year 2015: Medinilla magnifica, Ficus Lyrata, Monstera, Staghorn Fern, Aglaonema.

2 Just a minute interviews with the two technicians who received awards this year: Jane Baylis of Indoor Garden Design and Brian Kingston of Enterprise Plants

### Visitors

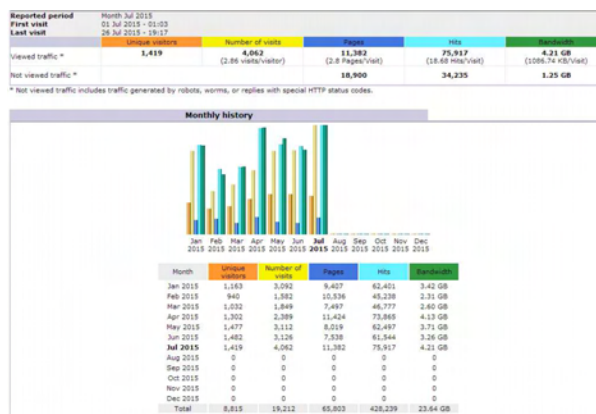
26,840 hits on website during the week

18,196 additional hits in the days either end

That's 16,539 more hits than last year (37%)

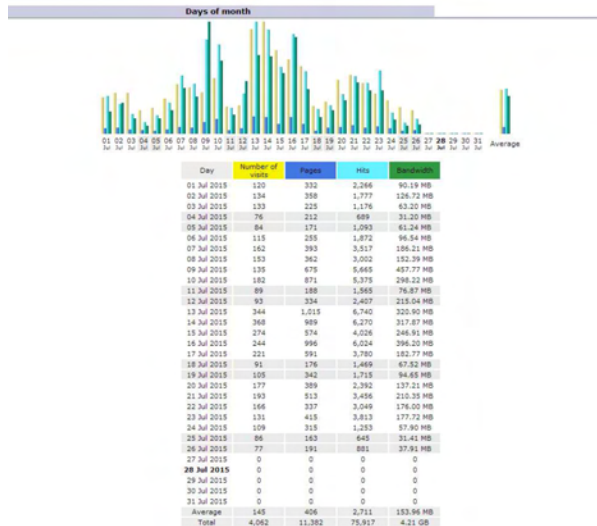
2,011 actual visitors to the site over the period

The most website visits came via Google but the top four links to the website from an external page came from Facebook with the next three from Twitter



Stats July still with 1 week to go





Stats days of the month

### Social Media

We reached more than 46,000 people over the week with the majority via Twitter



Overall during the month of July we doubled our profile visits on Twitter and tripled our 'impressions':



On our dedicated Facebook we reached a total of 1,900 during the week and more than doubled our page visits.



NPWW Facebook page statistics: the week before

National Plants at Work Week 13 - 17 July 2015			
	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	116	19	510.5%
Weekly Total Reach	652	456	43.0%
People Engaged	37	44	-15.9%
Total Page Likes	244	244	0.0%

And for the actual week

National Plants at Work Week 13 - 17 July 2015			
	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	268	116	131.0%
Weekly Total Reach	1,899	652	191.3%
People Engaged	163	37	340.5%
Total Page Likes	249	244	2.0%

**Members' contributions**

3 pop-up offices spreading the word about why it is important to have plants in the workplace

Urban Planters presented certificates to customers to reward recognition of the importance of plants at work

Urban Planters also gave away 'Bags of Life', a canvas bag especially printed containing a plant



Many images of plants in unusual places particularly from Urban Planters South West



**And finally**

**Reports from members**

**GP Plantscape** built their pop-up office in a busy thorough fare in Glasgow; they reported 'loads of engagement and interest'. The team felt it was very worthwhile and wanted to do it every week' commented Jimmy Gilchrist.



*Pop-up office GP Plantscape*

**Enterprise Plants** built their pop-up office at one of their clients' buildings which also housed other tenants. Chris Jenkin said that they sold some plants with 10% of the takings going to one of the clients' charities. They also made new contacts with the other tenants.





*A snap-shot of Enterprise Plants pop-up office*

**Urban Planters South West** built their pop-up office in Barclays Bank in Plymouth. Lisa Bailey-Brown remarked, "The whole week is absolutely fantastic. The level of interest and enthusiasm from the general public, business owners and even children was brilliant.



*Urban Planters South West pop-up office*

"Our little bag of fresh air went down a storm with people posting pictures of them in their office and also spreading the word of the importance of plants. This message has been really taken on board by some and they have since contacted me wanting more information." Lisa added "NPWW is a brilliant week and not only does it help Urban Planters share our story but it also brings together everyone in the industry which I think is great.





**Urban Planters South West** also attended Saltash Sustainability Show promoting the week . Lisa Bailey-Brown snook into the studios of PirateFM and [BBC Cornwall Radio](#) - listen to her talking about NPWW and the benefits of plants ( 2:27:38 to 2:45.53)

**Ambius UK** organised plant give-aways in various locations throughout the week – Glasgow train station, Edinburgh Saltire Court , Birmingham Pavilion Shopping Centre, Reading, Metro Bank in London and Camberley

Kenneth Freeman, Ambius' Head of Innovation commented: "It was great for Ambius to take an active part in NPWW this year. We handed out 800 pot plants to office workers and commuters in seven different locations across the UK, including Glasgow Central Station and the Pavilions Shopping Centre in Birmingham. This gave us the opportunity to engage with visitors to our stand on the benefits of plants in working environments and to educate the public on the positive impact plants can have on wellbeing, productivity and stress levels."



Many other members tweeted information – a big thanks to you all for getting involved, spreading the word and making National Plants at Work Week so positive.

