

Charity launches interactive garden experience for people living with cancer

Monday 21 January, 2019

Leading cancer charity, Penny Brohn UK, has teamed up with digital mapping company, Nautoguide to develop an interactive journey around the gardens at its National Centre near Bristol.

The interactive garden map, believed to be the first of its kind in the charity sector, allows users to explore the beautiful gardens at the National Centre where they can follow four different journeys to discover information about the history of the garden and the plants and wildlife that live there. Users can also listen to an audio tour of the therapeutic journey around the grounds.

The product is the result of a competition launched by Nautoguide to celebrate Small Charity Week and support a small charity by providing an interactive map tour for free.

Hannah Sweetnam, Brand and Web Marketing Officer said: "The gardens at the National Centre are a big part of what we do at Penny Brohn UK; giving anyone affected by cancer the chance to explore nature and find a quiet place to relax.

"We were delighted to win the competition to work with Nautoguide to develop the interactive garden map and offer people living with cancer further opportunity to explore our beautiful gardens. It has been a pleasure working with the team at Nautoguide. Not only is the finished product amazing but the service throughout has been fantastic.

"We'd also like to thank Andy Williams from Cohesive to alerting us to Nautoguide's competition."

Dave Barter, CEO at Nautoguide Ltd said: "It didn't take us long to decide that Penny Brohn UK were worthy winners of our competition due to the fantastic work they do in helping those living with cancer. Our team have loved working on the interactive map and enjoyed the enthusiasm of the Penny Brohn UK staff as it has come to fruition. We're proud to see our technology helping others and look forward to hearing the experiences of those embracing it within the gardens."

Liz Moore, Gardener at Penny Brohn UK, said: "The interactive garden map gives a comprehensive tour of the garden with information about its history, the planning and its use for therapy. It's a very special way to bring the garden to the attention of more people and explain how and why it was developed to support people living with cancer."

With over 38 years' experience, Penny Brohn UK recognises that people with cancer need more than medicine.

Its Bristol Whole Life Approach provides integrated whole person cancer support that works alongside medical treatment to achieve the best health and wellbeing.

The approach explores areas such as diet, exercise, relationships and managing stress, through free residential and day courses, one-to-one therapies, groups and national helpline.

Penny Brohn UK supports anyone with cancer and their loved ones, before, during and after treatment.

To access the free interactive garden map and found out more about Penny Brohn UK and its beautiful gardens visit pennybrohn.org.uk/gardentour.

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