



**Garden Centre**

# **Ambassadors**

Helping to grow gardening  
projects and communities

# 2019



**Sponsor 2019**







# Benefits of being a Cultivation Street Garden Centre Ambassador



**Georgina Isherwood**  
Dobbies King's Lynn



**Matthew Lewis**  
Old Railway Line Garden Centre



**Gary Bissett**  
Inver Garden Centre

❁ **Free promotion** as a garden retailer who supports school and community gardens and is friendly to new starters

❁ **Free listing** on the Cultivation Street postcode finder as a destination for plants, products and good advice

❁ **Regular newsletter** on best ways to maximise seasonal gardening project ideas and your relationships with schools and communities

❁ **FREE Printable guides** on a wide range of gardening projects for you to give to your community gardening customers, including planting activities for children to pass onto your school garden customers

❁ **Online community** of **Ambassadors** with forums to share ideas, successes and tips

❁ **A matchmaking service** - Cultivation Street will recommend a local **Ambassador** to schools and communities who are just getting started and do not have a garden centre relationship

❁ **A national competition** with over **£20,000** worth of prizes to give away to the best **Ambassadors**, schools and communities in the country

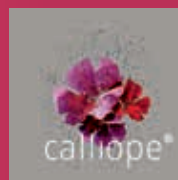
❁ **A helpline** for advice and support with any questions you may have about the campaign and how we can help you support schools and communities in your area



This year our sponsor **Calliope® Geraniums** are offering all **Ambassadors** complimentary plug plants to give away **FREE** to their schools and communities

Register on our website:  
[www.cultivationstreet.com](http://www.cultivationstreet.com)

Sponsored by Calliope® Geraniums







# Welcome

**Cultivation Street** is now 7 years into its campaign to help people grow and garden together. Supporting thousands of adults with community gardening and children's school gardens, this ever-growing campaign continues to transform people's lives through the positive power of plants.

The **Garden Centre Ambassador Scheme** is a critical part of the campaign, promoting professional garden centres who are firendly to beginner gardeners and who are helping schools and children to learn about gardening and the many health benefits of associating with plants and nature.

We know that quality gardening advice and recommendations on how to spend budgets are best accomplished by having a good relationship with a credible garden centre and their knowledgeable team of friendly staff.

Cultivation Street is proud of its 200 plus Garden Centre **Ambassadors** and continues to promote them as the country's finest sources of advice for all new, young and community gardeners.

Thank you to all our existing **Ambassadors** for being part of this campaign – and a **big** thank you to Calliope® Geraniums our sponsors this year, who are also providing the cash prizes.

**David Domoney** C Hort. FCI Hort.

...promoting  
garden centres  
who support  
local schools and  
communities







# Frequently asked questions...

## Q What is Cultivation Street and what will it cost to get involved?

**Cultivation Street** is a national campaign to promote community and school gardening and there is no cost to you as an **Ambassador**.

## Q Do we have to give discounts to the communities or schools?

No, **Cultivation Street** promotes the garden centres for their quality advice and services. Any discounts are at the garden centre's discretion, but not expected.

## Q How would a local community or school find me?

Email [info@cultivationstreet.com](mailto:info@cultivationstreet.com) and we will work to pair you with local schools and communities and handshake you with the main contact responsible for their garden. We will also showcase your garden centre details on a postcode finder on the **Cultivation Street** website.

## Q Can Cultivation Street help me identify the real community projects from someone who's after freebies?

We would encourage you to ask communities to register their garden details on the **Cultivation Street** website. We can then help to grow the relationships for you and share the resulting successes online with you.

## Q Who do I send my stories and photos to? Is there a Cultivation Street team who will support me?

We have a dedicated in-house team to support you and help with any questions you may have. Contact us at [info@cultivationstreet.com](mailto:info@cultivationstreet.com) or call our dedicated line on **01926 641997**.

## Q Do I get any publicity for my garden centre?

YES! We will share your community stories, tips and advice through the **Cultivation Street** website, newsletters, and various social media platforms - perhaps even via our national press features in the **Sunday Mirror**.

## Q How can I get my garden centre on Cultivation Street TV?

Send us your videos taken with your phone; tell us about your communities and schools. Film either at the garden centre, or on location and we will edit it here and make your own short film for the Cultivation Street YouTube Channel.

## Q How can I involve my customers in the scheme?

You can direct them to the website where they can sign up to **Cultivation Street** and perhaps even enter one of our competition categories.

## Q Are there any incentives to get involved?

YES! You can enter our **competition** for **Cultivation Street Ambassador of the Year**, with a top cash prize of **£1,000** plus lots of highly commended prizes.

## Q How can I register to receive the free Calliope® Geraniums for my schools and communities?

We will contact you in **March** to see how many are required and deliver them in **April**.



# Media Centre



The **Cultivation Street** team has a dedicated **media centre** for all Garden Centre **Ambassadors**, packed full of resources to help you promote your involvement, campaigns and competitions, engage with communities on your website and even create your own successful press releases. Why not share your community projects with local newspapers and radio stations for extra press coverage? We can support you with this too!

We want to help you get journalists, local news and newspapers to back the heart of both garden centres and communities involved with **Cultivation Street**. Motivate communities around their media and you will create an energy and strength of voice that can move mountains.

## Share your projects

We are looking for stories where garden centres are doing some great work with schools and communities so we can share them via the following media:

- ✿ Sunday Mirror
- ✿ Film your story
- ✿ Be a guest blogger
- ✿ Feature in our newsletter
- ✿ Join our Facebook community group
- ✿ Nominate your garden hero of the week for sharing on Twitter, Instagram & Facebook



[www.cultivationstreet.com](http://www.cultivationstreet.com)

**For more information:**

Telephone: **01926 641997**

Email: **info@cultivationstreet.com**

## What's in the Media Centre?

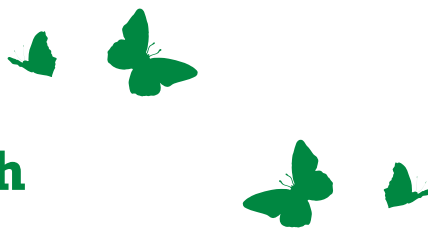
- ✿ Logos
- ✿ Pictures
- ✿ How to Create Press Releases
- ✿ Key Activity
- ✿ How to Maximise Social Media
- ✿ Press Links, including Sunday Mirror

## How we can support you

- ✿ Give us your details and we will add you to our garden centre postcode finder
- ✿ Reciprocal links from your garden centre to **Cultivation Street** and back to you
- ✿ Provide a contact name and we will promote your selected member of staff and garden centre
- ✿ Post blogs on the **Cultivation Street** website



# Gardening for Better Health



## Fitness

Regular gardening can do wonders for your physical fitness. Did you know that three hours of gardening can compare to around an hour of intensive workout in the gym? According to nutritionists at Loughborough University, mowing, digging and planting for two to three hours can help burn off up to one pound a week. A Harvard Medical School study showed you can burn between 300 and 500 calories an hour while gardening. It can also keep you strong, limber and active at any age.

## Nutrition

Gardening is a fantastic way to get people excited about eating fresh and nutritious food. With diabetes quickly becoming one of our biggest health problems in the UK, it's time for us to invest in getting people educated and excited about the food they eat. Growing your own food is the most natural way to create that interest.

## Psychological Health

It's not just about physical health; gardening is proven to be great for our mental health too. Now widely known as 'Horticultural Therapy', the benefits have been researched and published in many domains. Gardening, and especially community gardening, is being prescribed by both the NHS and by charities such as Thrive as an incredible tool in healing and recovery, as well as general mental health.

Gardening in general is wonderful for mental health, but community gardening goes one step beyond that because community gardening is also about people. Too many of us are living isolated lives in the modern world. These projects bring people together in a shared pursuit and a safe environment. It introduces us to our neighbours once again, and that sense of belonging and connection is powerful.







# Ambassador of the year

We want to reward the best **Ambassadors** with an opportunity for everyone to enter and have a chance to win our **Ambassador of the Year Award**, with a top prize of **£1,000 cash**.

2nd prize **£500**,

3rd prize **£300**,

**plus twelve Highly Commended prizes of £100.**

FIRST  
PRIZE  
**£1,000**

We want to see passionate **Ambassadors** who have developed new skills and been the most engaged with community gardening projects and schools, immersing themselves in the campaign by assisting with entries and encouraging communities to share their stories and photos online.

**Here are some of the many Ambassadors who have won prizes for their hardwork and dedication.**



**Zoe Stanmore** from Dobbies Southport is the perfect **Ambassador** for Cultivation Street and last year took 2nd prize. Hardworking and dedicated, she sets a wonderful example, working with local children who attend the Little Seedlings Club. She is currently helping to develop a derelict piece of land and continues to motivate and support the schools and communities she helps.



**Sophie Lyall** is the Community Champion at Haskins West End. She proactively engages with a number of schools, offering donations of plants, compost and anything else that they need to start their own garden. She also gives her own time to help educate children on gardening through fun activities. Sophie was highly commended for the amazing work she has done in the role of **Ambassador** for Cultivation Street.



**Andrew Wright** from Brismore Garden Centre in Yeovil supported local schools and events by donating gardening resources, making great connections with the local community and helping them to positively transform the local area with the help of beautiful flowers. Andrew also coordinated gardening events and was highly commended for his role as an **Ambassador** in the Cultivation Street competition.



**Ambassador  
of the Year 2018**

**Steven Purton**

Dobbies Garden Centre, Milton Keynes.

Steven has been an **Ambassador** for over four years. In that time he has supported four local schools, a hospital, three churches and a memory support group. Last year he had over 1000 children attend the garden centre to learn about gardening!





# National Competition

## for Schools and Communities



### Community Garden

**1st prize £3,000 + 100 Calliope® Geraniums,**  
**2nd prize £1,500 + 100 Calliope® Geraniums,**  
**3rd prize £1,000,**  
**and two highly commended prizes of £750**

These awards will go to fantastic and inspiring community gardening projects and people who are making their local area a greener place to live.

**As an Ambassador, you can help them on their journey.**



### School Garden

**1st prize £2,000 + 100 Calliope® Geraniums,**  
**2nd prize £1,000 + 100 Calliope® Geraniums,**  
**3rd prize £750,**  
**plus two highly commended prizes of £500**

These awards will go to the schools and children who have created an inspirational garden. The school should also demonstrate that it is teaching children how to garden and interact with nature.

### Gardens for Better Health

**1st prize £2,000 + 100 Calliope® Geraniums,**  
**2nd prize £1,000 + 100 Calliope® Geraniums,**  
**3rd prize £750,**  
**and two highly commended prizes of £500**

This award will go to the garden that is having the most positive impact on the mental or physical health of the local community. We are looking at the people who are helped, the programmes provided and the impact on the local community.

**As Ambassador you can highlight the health benefits of horticulture.**



### Colour Your Life

**£500 cash prize + 100 Calliope® Geraniums**

To enter, competitors must use **Calliope® Geraniums** in their display. Remember, we will be giving you **free** plug plants for your communities and garden centres in spring, so get them to register for the competition online. We are looking for healthy and colourful geraniums displayed creatively and the winning display will be chosen by public vote.

**Your customers could win £500 and even more free Calliope® Geranium plug plants.**





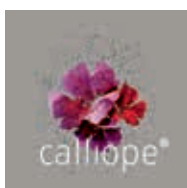
# 2019

## Key Dates

### March

🌱 **COMPETITION LAUNCH**  
announced in The Sunday Mirror

🌱 **Register for COMPLIMENTARY  
CALLIOPE® GERANIUMS**  
Give Away!



### April

🌱 **Delivery of FREE  
CALLIOPE® GERANIUMS**  
to garden centres

### May

🌱 **Focus on SCHOOLS**

### June

🌱 **Focus on COMMUNITY  
and WELLBEING GARDENS**

### Tell us your Story

- ✿ Sunday Mirror
- ✿ Film your story
- ✿ Be a guest blogger
- ✿ Feature in our newsletter
- ✿ Join our Facebook community group
- ✿ Nominate your garden hero, weekly for sharing on Twitter, Instagram & Facebook

### July

🌱 **SCHOOLS CATEGORY**  
**Closes this month**

### August

🌱 **Cultivation Street  
COMPETITION Closes this month**

### September

- 🌱 **REGIONAL winners**
- 🌱 **COLOUR YOUR LIFE**
- 🌱 **AMBASSADOR OF THE YEAR**
- 🌱 **GARDENS FOR BETTER HEALTH**
- 🌱 **SCHOOL winners**
- 🌱 **OVERALL winner**

All announced in the



# The Benefits

of Schools and Communities Gardening Together





# Promote Growing

## to Help Educate and Reduce Childhood Obesity





One way that these benefits play out to the great advantage of society is in reducing childhood obesity.

The World Health Organization (WHO) regards childhood obesity as one of the most serious global public health challenges for the 21st century.

The National Child Measurement Programme (NCMP) results from 2014, show that 31.2% of children aged 2 to 15 were classed as either overweight or obese.

Getting children involved in school and community gardening projects does two things to combat the rise of child obesity.

-  It provides a fantastic, regular form of exercise that can burn a lot of calories every week.
-  It gets them involved in growing healthy and nutritious food, and can potentially help to develop lifelong good habits.



**Encouraging  
physical activity  
through working  
in garden**

**Educating youth  
about nutrition  
and  
healthy eating**

**Combating fast  
food culture  
and indocrination**





For more information please get in touch:

email: [info@cultivationstreet.com](mailto:info@cultivationstreet.com)

tel: 01926 641997

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A full list of terms and conditions can be found on [cultivationstreet.com](http://cultivationstreet.com)



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