



**Garden Centre**  
**Ambassadors**  
**2020**

**Building a better world by growing together**

Sponsored by







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



## Welcome

Cultivation Street is now 8 years into its campaign to help grow more gardeners. It encourages thousands of people to share their knowledge and passion for both gardening together within community garden projects and educating children through school gardening activities. This ever-growing campaign continues to transform people's lives through the positive power of plants; rewarding those who are creating gardens specifically for better health.

The Garden Centre Ambassador Scheme is a critical part of the campaign, promoting professional garden centres who offer vital support to gardeners on the many health benefits associated with plants and nature.

Cultivation Street knows that quality gardening advice is best accomplished by having a good relationship with a credible garden centre and their knowledgeable team of friendly staff, so we're proud of our 300 plus Garden Centre Ambassadors and continue to promote them as the country's finest source 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 Miracle-Gro®, our sponsors this year, who are passionate about bringing people together in neighbourhoods and schools, and who have provided the cash prizes for this year's competition.

David Domoney C Hort. FCI Hort.





# Benefits of being a Cultivation Street Garden Centre Ambassador



**Sophie Menjou**  
Haskins West End



**Georgina Isherwood**  
Dobbies King's Lynn



**Matthew Lewis**  
Old Railway Line 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

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

✿ **A matchmaking service** so that Cultivation Street can recommend you as 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**

**Miracle-Gro®** are offering all **Ambassadors** a selection of products **FREE** to their schools and communities

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







# Over 300 Ambassadors



**Simon Haines**  
Sunshine Garden Centre



**Liz Kenny**  
Kershaw's Garden Centre



**Andrew Wright**  
Brimsmore Garden Centre



**Zoe Stanmore**  
Dobbies Southport



**Sarah Bedwell**  
Garden Store Hilltop



**Steve Fry**  
Castle Gardens





# Cultivation Street Nationwide



**Gary Bissett**  
Inver Garden Centre



**Steve Purton**  
Dobbies Milton Keynes



**Louise Cranfield**  
Aylett Nurseries



**Jackie Barker**  
Notcutts Solihull



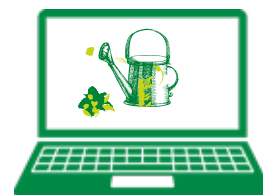
**Angela Murray**  
Dobbies Liverpool



**Carol Watson**  
Notcutts Tunbridge Wells



# Media Centre



The **Cultivation Street** team has a dedicated **Media Centre** for all Garden Centre **Ambassadors**. It's packed full of resources to help you promote your 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.

## 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

## Share your projects

We are looking for stories about garden centres who are doing some great work with schools and communities so we can share them in the following ways:

- ✿ 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**







# Media

## Support

Monthly articles in Grow  
Your Own Magazine



Weekly blogs and monthly  
newsletters on  
CultivationStreet.com



Double Page Spreads and  
regular breakout articles in  
The Sunday Mirror



Regular posts across all social  
media channels



With a reach of over 15 million  
people, being part of Cultivation  
Street gives you access to  
multiple media channels





# National Competition



## Community Gardens



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**

## School Gardens



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

## Gardens for Better Health



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.

What Cultivation Street does...

- WE support 1000's of schools and communities across the UK
- WE connect communities to 300 UK garden centre ambassadors
- WE promote gardening benefits to over 237,000 people on social media
- WE mail out to a newsletter audience of 37,000 people
- WE provide £5 million worth of publicity and coverage



# 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.



### How we're trying to help...

- Educating about nutrition and healthy eating
- Encouraging physical activity through working in gardens
- Combating fast food culture and indoctrination





# Ambassador

## of the year

We want to reward the best **Ambassadors** with an opportunity to enter and 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 who have 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.**



**Georgia Isherwood** from Dobbies in King's Lynn takes 2nd prize in the 2019 competition because of her involvement with schools and teaching children how to grow their own crops. Georgia educates the pupils on the different parts of the plant so that they better understand where their food comes from and the growing conditions needed for each variety. She also maintains several links with community groups



**Dale Lainton/Graeme Heath** from Simpsons Garden Centre are two ambassadors that walk away with 3rd place. Both have dedicated their time to supporting the creation of a new garden for palliative care residents and their families; working extensively with the hospice team to design the layout and planting up all of the plants and shrubs on site. The duo has supported community groups through supplying seeds, upcycling



**Emma Taylor/Janet Hawkings** from Garden Store in Bromsgrove were Highly Commended for inspiring local children to get growing. Together they support several local schools by giving them the opportunity to collect free seeds, take part in in-store activities and offering prize donations for school raffles. This year they have handed out hundreds of free sunflower seeds to local school children as part of their Sunflower Growing Contest.



Gary Bissett

Ambassador of the year, Gary Bissett, works with 8 local nursery schools, teaching them about the importance to grow plants for the environment. He is also active in working alongside adults with learning difficulties and patients recovering from strokes.





# What we offer

## and how to take part ...

### Becoming a Cultivation Street Ambassador

Simply email [info@cultivationstreet.com](mailto:info@cultivationstreet.com) or call 01926 641997 and our dedicated in-house team will help support you and answer any questions you may have.

If you're already involved, or looking to be more involved with assisting your local community or school gardens, why not enter for Cultivation Street Ambassador of the Year, with a top cash prize of £1000 plus highly commended prizes.



### Publicity and Promotion

Cultivation Street is a national campaign with a reach of over 15 million people.

Send us your pictures and videos, tell us about your communities and schools and we will edit here and make your own short film for the Cultivation Street YouTube Channel, which we will then share on other social platforms and newsletters

Cultivation Street also has regular features in the

### Ambassador Resources

Once you are a registered Cultivation Street Ambassador, we add you to our Postcode Finder, where the public can search for their local Ambassador and Garden Centre.

We promote your quality advice and services and work with you to pair you with local schools and handshake you with the main contact responsible for their garden.



# 2020

## Save the Date



- 1st March COMPETITION LAUNCH
- 13th - 19th April COMMUNITY GARDEN WEEK
- 17th July SCHOOL CATEGORY CLOSES
- 3rd August COMPETITION CLOSES
- 13th September REGIONAL WINNERS ANNOUNCE
- 20th September AMBASSADOR OF THE YEAR  
and SPECIALIST CATEGORY  
WINNERS ANNOUNCED
- 27th September SCHOOL WINNERS ANNOUNCED
- 4th October MEET THE WINNERS ARTICLE



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



Cultivation Street 2020 Sponsor

