



# Allot of love

The beginning of March means spring is just around the corner and gardeners everywhere are full of ambitious growing plans. And this year, Cultivation Street - for community, school and gardens for better health - launches into its eighth year; giving away thousands of pounds in the name of nature. Sponsored by Miracle-Gro, this year's competition is set to be the biggest national gardening year yet.

Through the Cultivation Street campaign, your customers can tap into a network of community growers and even access a national network of 'Ambassadors', who have contacts with local school and community growing projects. These 'Ambassadors' are expert garden centre staff and are on hand to help with your gardening queries. Find one close to you by using our website postcode finder.

As well as access to a whole load of expert knowledge, the Cultivation Street website and newsletter offer free advice, tips and resources for all green thumbs. Downloadable charts to help them get



Last year's Ambassador of the Year Gary Bissett.



organised and nature-themed colouring pages for kids are just a taste of what's available to anyone who has a love for gardening. What's more, you'll find information on the 2020 competition where you could win a share of the £13,000 prize pot, in National Garden Gift Vouchers and Miracle-Gro hampers of gardening goodies.

#### This year's categories are:

##### 1. School Gardens

Rewards school gardens that enrich the educational environment for children. 1st prize - £1000; 2nd prize - £750; 3rd prize - £500; Two highly commended prizes of £250 each.

##### 2. Community Gardens

Rewards gardening projects bursting with community spirit, with a 1st prize - £2,000; 2nd prize - £1,000; 3rd prize - £500; Two highly commended prizes of £250 each.

##### 3. Gardens for Better Health

This category rewards gardens that have a positive impact on the mental or physical health of the local community. 1st prize - £1,000; 2nd prize - £750; 3rd prize - £500; Two highly commended prizes of £250 each.

##### 4. Gro' your Best

This category rewards the most creative

display created using Miracle-Gro's free bag of compost. Winner of Judge's Choice - Selection of Miracle-Gro Products; Public Vote - £500.

##### 5. Ambassador of the Year

Cultivation Street believes in enhancing your garden centre success and celebrating the incredible staff members that make it all possible. In doing this, we give you a platform to maximise impact and make a real, tangible difference. Being at the forefront of the trade, we truly understand the hard work you do and believe that together we are stronger; introducing you to a network of supportive communities to not only ease your workload with tried and tested methods, but one in which you can thrive, inspire and grow your team to better service the next generation of gardeners.

Most importantly though, we understand that one size doesn't fit all and we work alongside you, playing to your strengths, to offer guidance that is tailored to your goals and aspirations. Our aim is to give your hard work the exposure it deserves, direction in order to develop further and incentives like that of our annual Ambassador of the Year competition to reward your ongoing accomplishments.

This category rewards Garden Centre Ambassadors who have gone above and beyond for their local community and school groups with cash prizes. A total of £3000 has been allocated to this category split for multiple achievements`:

1st prize - £1000; 2nd prize - £500; 3rd prize - £300 and 12 x runners up - £100 each.

► If you would like to find out more about community gardening, you can visit [cultivationstreet.com](http://cultivationstreet.com) to register for the competition, sponsored by Miracle-Gro, and receive a free starter pack.