

HorticultureWeek

Cultivation Street looks for garden centre ambassadors

6 April 2016, by Matthew Appleby, *Be the first to comment*

More than 150 garden centres across the country have already registered to the new Cultivation Street Ambassador Scheme.



Those that have already pledged their support to the scheme including Webbs, Bents, Hillier's, Haskins, Barton Grange, Ayletts, Notcutts, Dobbies, Millbrook, Frosts, Scottsdale, Altons and Klondykes.

The Ambassador Scheme was launched by Cultivation Street founder David Domoney at the GCA Conference on January 25.

Domoney is now calling on even more garden centres to sign up this spring so there is a total national coverage of ambassadors. He said: "It's a marvellous scheme that engages garden centres with their local community gardeners and school gardens. It's free to the garden centres and it carries huge weight with national publicity behind it."

HTA chief executive Carol Paris said: "The ambassador scheme puts garden centres at the heart of their communities and then continues to support them with regular newsletters advice, ideas and national publicity. The garden industry with Cultivation Street can make a real difference by encouraging and connecting with new gardeners."

To become a Cultivation Street Ambassador, the garden centre must nominate one member of staff to be the point of contact for their local community and school gardeners. The Cultivation Street team will support that member of staff with regular newsletters; briefing packs and advice on how build relationship with local gardening projects.

The Ambassador Scheme aims to encourage garden centres to offer support and advice to local community gardening projects. In return, the communities will build closer relationships with garden centres and provide them with progress updates.

<http://www.daviddomoney.com/cultivation-street/gcambassador/>

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