

# Sunday Mirror backs the Cultivation Street campaign



## About Cultivation Street

Cultivation Street, a horticultural industry backed national gardening campaign which promotes community and school gardening, has a new media partner with the Sunday Mirror. The campaign was launched four years ago by TV Gardener David Domoney and has now grown to include thousands of participants all across the UK.

Working alongside National Garden Gift Vouchers the Cultivation Street campaign aims to reward passionate and dedicated community gardeners and tell the stories of successes to inspire others into their own gardening projects (every year there has been over a million pounds worth of media exposure in magazines, national newspapers and television). There is a wealth of helpful information and videos on the Cultivation Street website for communities and schools, there is a Facebook and Twitter social media community (where gardeners swap tips and pictures of their projects) plus a national network of Garden Centre Ambassadors to offer help and advice. There is also the national competition that aims to find the UK's best community, neighborhood and school gardening projects.

Cultivation street campaign was previously supported by the Sunday People, but has now graduated to The Sunday Mirror, a much wider audience and will feature a section on gardening in schools and communities every week with David Domoney's weekly two page garden feature. There will be a big push promoting the garden centre Cultivation Street ambassadors and the pages will promote HTA Plant of the Moment every month.

Campaign founder David Domoney, said,



*Our cultivation street communities are real people who together have dramatically improved their neighbourhoods and brought pride back to their streets. We want to see more neighbours getting together to transform where they live, be it front gardens, community gardens or schools, these activities can bring a wealth of social and health benefits too.*

David Glanville and the residents, from Bedford Road, St Albans, and winner of last year's Cultivation Street competition said,



*The area is made up on Victorian terraces that have little or no front gardens. A few years ago, major roadworks turned the area into a building site for six months. It is all about taking part, and seeing the results is heart-warming. Through the competition we got to know everyone in the area, and it has given the area a great community spirit*

The competition, which launched on 27 March is open to community gardens, as well as front gardens, small spaces and school gardening projects. This year Cultivation Street has £20,000 of National Garden Gift Vouchers up for grabs.



## Cultivation Street Categories

- **Regional Community Garden:** Awarded to the best community garden project in five regional areas: Scotland, Northern England, Wales, NI and Isle of Man, Midlands and East Anglia, Southern England and Channel Islands. An overall winner from this category that has shown passion and teamwork will be crowned The UK's Best Community Project.
- **Front Gardens:** This award will go to the best street of front gardens. This could be a street that is admired by the surrounding area or a street full of pride. It aims to show what a difference front gardens can make to the street, the surrounding area and the community's spirit.
- **School Garden Projects:** This award will go to the school that has involved children to create the best school garden. It can be edible or ornamental. The garden should demonstrate that it is teaching children how to garden and interact with nature and enriching their education too.
- **Small Spaces:** This award goes to the best small area that has been transformed in to a mini garden. This garden could be a holiday caravan plot, balcony, or even a narrow boat roof.
- **Ambassador of the Year:** Presented to the Garden Centre Ambassador that has shown most promise and has developed skills and built relationships with community projects.

# Garden Centre Ambassador Scheme



This year, Cultivation Street expanded to take the lead in building a national network of mentors to support community gardening. It will unite garden centres and communities to work together on neighbourhood and school gardening projects.

The Garden Centre Ambassador Scheme is designed to nurture a stronger and more supportive relationship between local communities and their garden centres. The scheme was borne out of a round table discussion pulled together by David that included garden centre operators such as Ed Webb from Webbs, Adam Wigglesworth from Ayletts and Julie Murray from Notcutts, plus community gardening leaders, school governors and leaders from special needs schools.

From this discussion we found that many garden centres want to offer more help and support to local community and school gardening projects. And members of those projects want to ask garden centres for help and advice, but they feel intimidated because they aren't gardening experts.

The new Garden Centre Ambassador Scheme aims to change this status quo. Under the scheme, each participating garden centre will nominate a member of staff to be their community Ambassador. This Ambassador will be the point of contact between the garden centre and communities. They will build a dialogue with community members and foster a mutually beneficial relationship. This will allow garden centres to better measure their community outreach efforts and make a real, tangible impact on garden projects in their local area.

## There are 4 main benefits to joining the Ambassador Scheme:

- The scheme is a clear and easy way for garden centres to start building links with community and school projects, empowering the Ambassador to develop and nurture local community projects.
- They will be a dedicated point of contact and channel all requests into one place. The Ambassador will provide help and advice for community project members. This may include design and planting advice, tips on creating wildlife and allotment areas and seasonal help on what to plant when.
- The communities can build closer ties with garden centres, providing the Ambassador with updates, photos and progress as the project becomes a joint venture. The garden centres will then be able to see the effects their support has and better forge future outreach plans.
- And the Cultivation Street campaign team will provide support to the Ambassador along the way with resources, advice and ideas. Plus all community projects will be verified by Cultivation Street before being put in touch with the Ambassador.



## How to get involved

More than 150 garden centres across the country have already become Cultivation Street Ambassadors. Webbs, Bents, Hillier's, Haskins, Barton Grange, Ayletts, Notcutts, Hillview, Dobbies, Millbrook, Frosts, Scottsdale, Altons and Klondykes plus many more.

David 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 features weekly national newspaper coverage."

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 together 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 at least 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.

Garden centres should register to join the Ambassador Scheme at [www.daviddomoney.com/cultivation-street/gcambassador](http://www.daviddomoney.com/cultivation-street/gcambassador)

Alternatively, garden centres can contact the Cultivation Street hotline on 01926 641997 or email [cultivationstreet@domoney.tv](mailto:cultivationstreet@domoney.tv)

Cultivation Street, growing communities through gardening.

For more details visit

[www.daviddomoney.com/cultivation-street/](http://www.daviddomoney.com/cultivation-street/)