

# Spruce up your street for the chance to win £10,000 of vouchers!



Cultivation Street is the national campaign for front gardens and community gardening projects designed to encourage neighbours to get growing together.

The campaign was launched three years ago by TV Gardener David Domoney in conjunction with the HTA and The Sunday People Newspaper. It includes a nationwide competition to find the UK's best street gardens.

The UK has lost over 7 million front gardens to tarmac and wheelie bins. This campaign aims to restore Britain's streets to beautiful front gardens and give pride back to the residents.

It also aims to support and promote community gardening in any form, from school gardens, wildlife projects, community growing schemes, sustainable and environmental projects and a host of other categories.

Cultivation Street is free to enter and the competition has a total prize fund of £20,000 of National Garden Gift Vouchers. It features awards across a range of categories and achievements.

Participating streets involve gardeners from across the age spectrum, from children right through to the elderly. Gardening together is about making new friends, creating beautiful outdoor spaces and having fun.

There are two sections to the campaign:

- 1) Cultivation Street, which focuses solely on front gardens
- 2) Specialist Categories, which focus on community gardening and school gardens

Find out more and get your free starter pack at [www.cultivationstreet.co.uk](http://www.cultivationstreet.co.uk)

## Win £250 of National Garden Gift Vouchers



David Domoney has proven that the Positive Power of Plants can make us happy; but we have found another way to Plant a Smile!

Simply answer the following question and we will enter you into our prize draw to win £250 of National Garden Gift Vouchers.

**Question:** What charity is associated with the Positive Power of Plants?

**(a) Thrive (b) Greenfingers (c) Perennial**

Email your answer, along with your name and address, to: [chelsea@the-hta.org.uk](mailto:chelsea@the-hta.org.uk)

Spend the vouchers in 2,000+ garden retailers across the UK. To find your nearest garden centre visit [www.thevouchergarden.co.uk](http://www.thevouchergarden.co.uk)

Competition ends on 31st May 2015.

The winner to be picked at random and contacted by email on the 1st June. No cash or other prize alternative. By entering this competition, you give The Horticultural Trades Association permission to contact you by email with promotions and offers on their National Garden Gift Voucher product.



# The positive power of plants

## WIN £250 of National Garden Gift Vouchers

See back cover for details.



# The Positive Power of Plants

**As garden lovers, we know that plants make us happy. We have all experienced the uplifting feeling of seeing seeds sprouting and flowers opening.**



We know that happiness comes from spotting a field of sunflowers, looking at foxgloves on a woodland walk and being given a red rose on Valentine's Day.

But did you know that there is a psychological reason for this? A huge number of studies have shown that being in touch with nature helps relieve stress and promote wellbeing. Just looking at plants can lift our spirits. It's a scientific fact.

Gardening is good for us. And we want to make sure that everyone knows it.

So this is more than just a Discovery exhibit. It has been a three-month campaign to raise awareness of the positive power of plants. And it culminates here at the Chelsea Flower Show with our search for the nation's favourite Happy Plant.

Three months ago, we put out a national call to find the top 100 plants that make people happy. We received almost 4000 nominations.

We then took the 100 most popular and put them into an online voting hub. We spread word far and wide across social media and asked people to vote for their favourites. In total, over eleven thousand people took part.

**The 20 most popular plants are now at the Chelsea Flower Show for you to see. But the experiment is far from over – we want to find your favourite Happy Plant.**

To do that, we have created a display of our 20 plants along with special facial recognition cameras. They will scan the faces of the show's visitors as they look at the plants, recording eye movement, expression and engagement. The software will use these and other measures to calculate which plants are the most popular.

The computers will also record the gender and age group of visitors, keeping track of the differences in plant preference among the different groups.

A second screen will show a live feed of the visitors as more facial recognition cameras will randomly scan and pick out faces from the crowd. It will calculate their gender and age group, and show them the three most popular plants for their demographic.

At the end of the show, we will reveal the nation's favourite Happy Plant.

We want to raise awareness of this positive power of plants. And to show how important gardening is for the soul.

**Feeling Inspired? Get involved online – Tweet @DavidDomoney with your #PosPowerofPlants story.**



**For the 20 most popular plants please turn over**



**David Domoney**  
TV gardener

Take part on Twitter: #PosPowerofPlants

### Daffodil (Narcissus)

Sunny yellow daffodils mark the start of the new spring season in the garden.



### Cherry tree blossom (Prunus)

This delicate pink blossom is the flower of many species of ornamental cherry trees.



### Sweet pea (Lathyrus odoratus)

Sweet peas are famous for their fragrance and a favourite in cottage gardens.



### Jasmine (Jasminum)

Jasmine flowers are usually white and have a sweet scent that is often used in perfume.



### Tulip (Tulipa)

Tulips shoot up in spring with striking cup-shaped flowers on tall stems.



### Snapdragon (Antirrhinum)

The flowers of this plant look like a dragon's face closing its mouth when squeezed.



### Pansies (Viola)

Pansies are popular bedding plants that can flower throughout the year.



### Bluebells (Hyacinthoides non-scripta)

The UK is home to almost half of the global population of woodland bluebells.



### Lily of the valley (Convallaria majalis)

Lily of the valley is a woodland plant with a sweet scent and bell-shaped flowers.



### Rose (Rosa)

The rose is the classic symbol of love and many varieties have a strong scent.



### Lilac (Syringa)

Lilac is a flowering tree that produces cones of small, fragrant blooms in pale colours.



### Magnolia (Magnolia)

These deciduous trees or shrubs produce large colourful flowers in spring and summer.



### Poppy (Papaver)

Poppies are the international symbol of remembrance and grow wild in fields.



### Iris (Iris)

Irises come in many colours and take their name from the Greek word for rainbow.



### Freesia (Freesia)

The funnel-shaped blooms of fragrant freesias make great cut flowers.



### Snowdrop (Galanthus)

Snowdrops are one of the earliest flowers to emerge at the end of winter.



### Fuchsia (Fuchsia)

Fuchsia has pendant flowers that are usually pink and bloom throughout the summer.



### Peony (Paeonia)

Peonies produce spectacular flowers with masses of petals in an array of colours.



### Apple tree blossom (Malus)

Pollinating insects love the delicate white flowers of apple tree blossom in spring.





David Domoney presents ITV1's Love Your Garden series with Alan Titchmarsh. It is the most-watched garden television show in Britain, returning for a fifth series in summer 2015. David is

also the resident garden presenter on ITV's This Morning and the weekly garden columnist for the Sunday People newspaper.

David is a Fellow of the Chartered Institute of Horticulture and pioneered the Young Gardeners of the Year annual competition, now in its fifth year, through his association with the Prince's Foundation for Building Community. David is also a governor for the London Colleges of Horticulture Capel Manor and sits on the RHS Commercial Board of Directors.

He is Gardening Ambassador for Thrive, a national charity that enables positive change in the lives of disabled and disadvantaged people through the use of gardening.

David is also an avid campaigner to get more people involved in gardening. He is always looking for new ways to engage people with plants and show the benefits to health and happiness through horticulture.

**Feeling Inspired? Get involved online – Tweet@DavidDomoney with your #PosPowerofPlants story.**

Visit David's gardening website for guides and advice

[www.daviddomoney.com](http://www.daviddomoney.com) [Twitter@daviddomoney](https://twitter.com/daviddomoney)



**Premier EPOS**

Premier EPOS is a leading UK business software provider. From Electronic Point of Sale, facial recognition software and Screen Technologies to bespoke customer loyalty systems Premier EPOS is at the forefront of all things technology in business.

Run from their Merseyside office, Premier EPOS provides solutions for all types of businesses, specialising in helping retailers gain insights and understanding in the way that customers interact with their business.

As well as the point of sale solutions Premier EPOS has designed a number of Facial Recognition technologies allowing companies to track the demographics of the customers who come into their business.

This software allows the Age and Sex of the customers to be analysed, as well as the duration that the customers are in certain

areas of the business. When this is linked with screen technologies it allows the system to learn customer's behaviours and show the best adverts or marketing methods to the customers who are in front of the screens.

Premier EPOS links all of these methods together to give complete solutions to businesses allowing them to increase their knowledge of their businesses and their customers and ultimately gives them the tools to grow their businesses and increase their profits.

Through their Electronic Point of Sale Solutions Businesses can do things such as:

- See what products are selling; See how much profit is being made in the business;
- Produce purchase orders automatically;
- Have an in-depth customer loyalty program;
- Analyse customers' spending habits; Use the complete marketing system allowing businesses to target their customers with SMS; Email and direct mail.

**For more information visit [www.premierepos.co.uk](http://www.premierepos.co.uk)**



## Thrive, a charity using gardening to change lives.



Thrive is a national charity that uses gardening to bring about positive changes in the lives of people who are living with disabilities or ill health, or those who are isolated, disadvantaged or vulnerable. This is known as social and therapeutic horticulture.

Gardening is a wonderfully flexible medium that can transform lives and Thrive sees first-hand how gardening can help everyone, regardless of age or disability.

Social and therapeutic horticulture is the process of using plants and gardens to improve physical and mental health, as well as communication and thinking skills. It also uses the garden as a safe and secure place to develop someone's ability to mix socially, make friends and learn practical skills that will help them to be more independent.

Using gardening tasks and the garden itself, Thrive horticultural therapists build a set of activities for each gardener to improve their particular health needs, and to work on certain goals they want to achieve.

The benefits of a sustained and active interest in gardening include:

- **Better physical health through exercise and learning how to use or strengthen muscles to improve mobility**
- **Improved mental health through a sense of purpose and achievement**
- **The opportunity to connect with others – reducing feelings of isolation or exclusion**
- **Acquiring new skills to improve the chances of finding employment**
- **Just feeling better for being outside, in touch with nature and in the 'great outdoors'**

**For more information and to make a donation please go to [www.thrive.org.uk](http://www.thrive.org.uk)**

Take part on Twitter: #PosPowerofPlants