



Special feature: wildlife

HTA MARKET INFORMATION

NOVEMBER 2018



Introduction

Gardening is a firm favourite hobby for 23% of British adults, whilst half get a good deal of pleasure from their gardens. In this edition, we take a look at one driver for a love of gardens. We look at how important supporting wildlife is to gardeners and garden centre customers and discuss how you can take advantage of this.



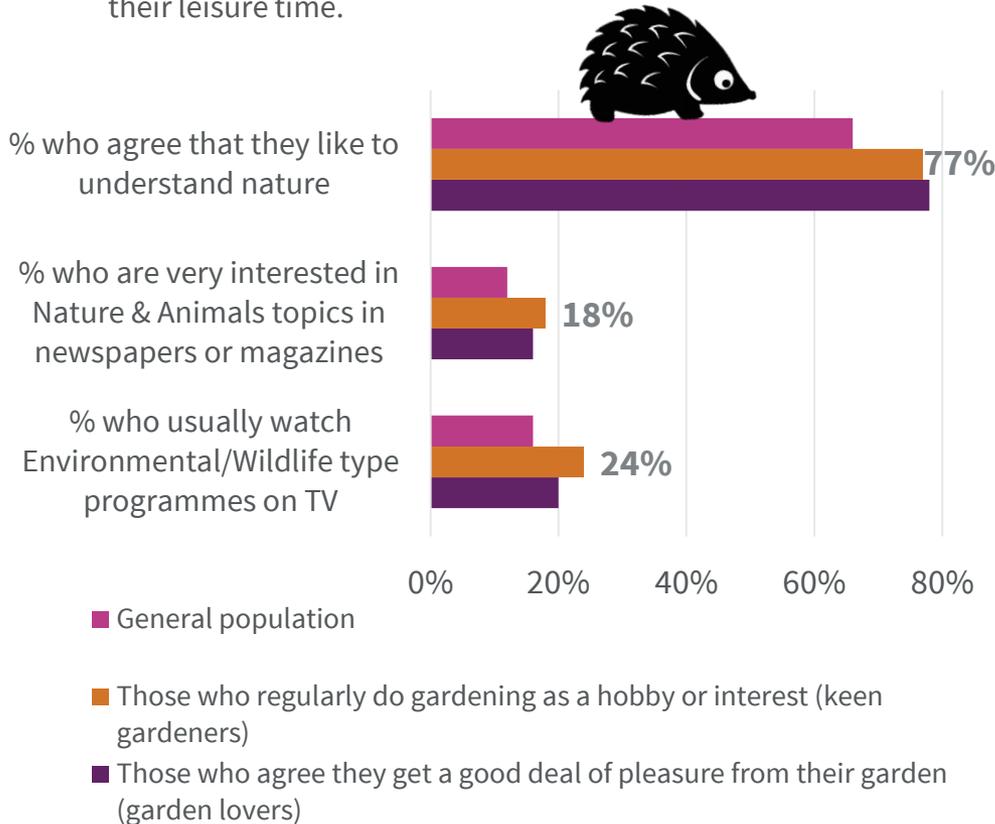
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Gardeners like wildlife...

People who regularly do gardening as a hobby or get a good deal of pleasure from their gardens, are more likely to like learning about nature and wildlife than the general population. This is often through print media and TV programmes (see below). Keen gardeners are also 3 times more likely than average to regularly do bird watching in their leisure time.




47% of keen gardeners bought wild bird food in the last year vs. 24% of the general population

2 times More likely to be a member of a Wildlife or Animal Trust than the average British adult

46% of garden lovers agree they would never buy toiletries or cosmetics that were tested on animals



Keen gardeners are more likely to have opinions that suggest they like to help and support wildlife. They're twice as likely than average to be a member of a Wildlife or Animal Trust and almost half purchased wild bird food in the last year, compared to one-quarter of all British adults.

At the HTA we see this demonstrated as the hedgehog National Garden Gift Card design continues to sell more than all the other designs put together!

Source: TGI Survey, Kantar Media

...and wildlife-lovers like gardening

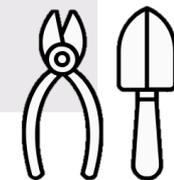


People with an interest in wildlife are more likely than average to get a good deal of pleasure from their gardens or regularly do gardening as a hobby.

Almost two-thirds of Wildlife Trust members state that they get a good deal of pleasure from their gardens. This is likely driven by caring for wildlife, given 60% of Wildlife Trust members bought wild bird food in the last year. They're also more than twice as likely to have a pond in their garden than the average British adult. However their gardens are also far more likely to contain a greenhouse or fruit and vegetables than average, suggesting they enjoy gardening for other reasons too.



	General population	Wildlife Trust members	'Almost always' read BBC Wildlife magazine	'Usually' watch Environmental/Wild life type TV programmes
% who regularly do gardening as a hobby or interest	23%	42%	28%	39%
% who get a great deal of pleasure from their gardens	49%	65%	53%	65%



Source: TGI Survey, Kantar Media

Garden spend

- > The average British adult spends **£87** per year on their garden
- > But the average garden spend amongst Wildlife Trust members is over two times higher
- > Those who ‘almost always’ or ‘often’ read BBC Wildlife magazine spend two-and-a-half times the average British person on their gardens



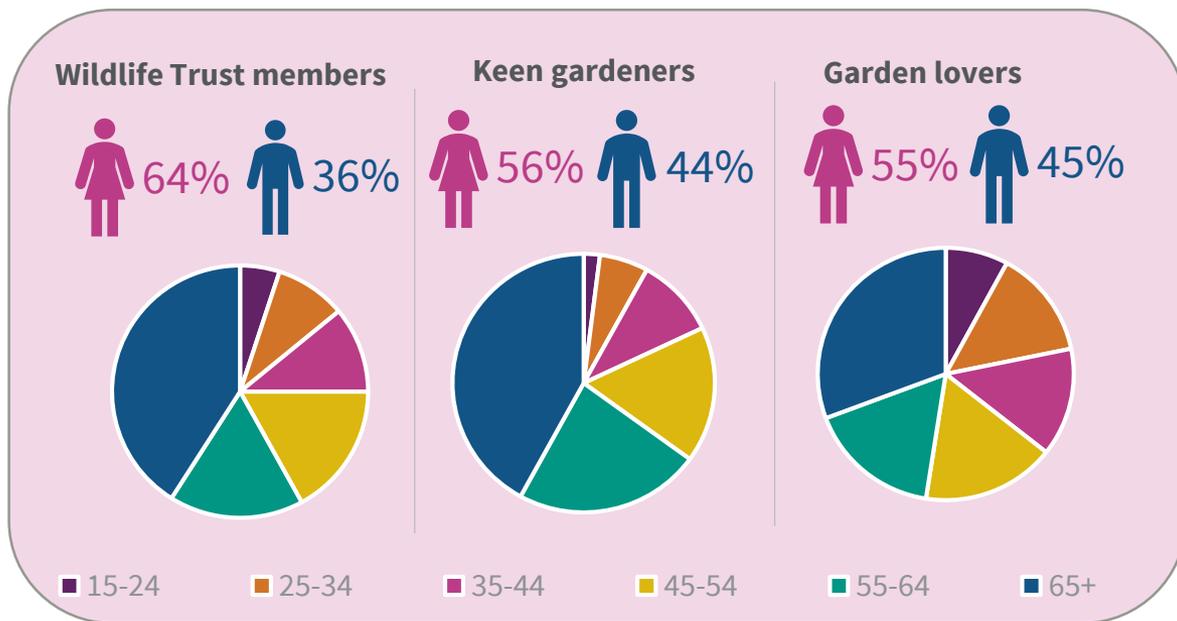
Group	Average individual spend on the garden per year
General population	£87
Wildlife Trust members	£176
WWF members	£161
RSPB members	£150
BBC Wildlife magazine almost/often readers	£223
RSPB magazine almost/often readers	£202
Those interested in nature/animal topics in newspapers and magazines	£117

Source: TGI Survey, Kantar Media Base: 27,000 GB adults aged 16+

A similar demographic



- > Keen gardeners and Wildlife Trust members share a similar profile
- > Majority are females aged over 45 and comfortable on their present income



Group	% who are comfortable on present income
General population	30%
Wildlife Trust members	40%
Keen gardeners	38%
Garden lovers	36%

Source: TGI Survey, Kantar Media

Tapping into this: The Wildlife Trusts

Supporting wildlife is important to gardeners and garden centre customers. We know how to reach keen gardeners, but how do you reach wildlife lovers? Collaborating with your local Wildlife Trust provides a great opportunity to tap into this interest and get mutual benefit all while supporting a good cause.

Who are the Wildlife Trusts?

- › The Wildlife Trusts is a movement of people from a wide range of backgrounds, who believe that we need nature and nature needs us
- › They have more than 800,000 members and 40,000 volunteers
- › Each Wildlife Trust operates in a local area and is an independent charity
- › For more than a century the trusts have been saving wildlife and wild places, increasing people's awareness and understanding of the natural world, and deepening people's relationship with it
- › More information can be found on their website www.wildlifetrusts.org

800,000
members

40,000
volunteers

93% of
people in the
UK live within 6
miles of a
Wildlife Trust
nature reserve

The Wildlife Trusts: what do they do?

The Wildlife Trusts are largely funded by their membership donations. The different memberships include:

- **Individual/joint/family memberships** where members receive a guide to the nature reserves, regular magazine and diary of events
- **Corporate/company memberships** where member benefits include a website listing, 'supporter' logo to use on websites and social media etc., posters for premises and networking events
- **Sponsorship programmes** where sponsor benefits include PR from newsletters and co-branded projects, and marketing of items appealing to an audience interested in nature (directed to Wildlife Trust members and visitor centres)



Photo credit:
Derek Harper,
Wildlife hotel, St
Werburghs City
Farm

Their work includes:

Saving wildlife and wild places

- Conservation of 2,300 nature reserves across the UK
- Influencing and developing policies to help protect British wildlife
- Habitat restoration
- Identifying environments with a need for intervention and action through research

Bringing people closer to nature

- Staff volunteering days, where groups can get involved in a variety of conservation tasks and learn about local wildlife
- Wildlife gardening competitions
- Adult education courses
- On-site lessons and trips for schools
- Forest schools and teacher training
- Resources and campaigns for wildlife gardening, all available for free online
- Recruiting for members where there is an audience interested in nature

How can this be of benefit to businesses in the garden industry?

We've identified that keen gardeners and those who like wildlife are the same audience; and supporting wildlife is very important to gardeners. Some HTA members are currently working with their local Wildlife Trust or are interested in doing so, and their collaboration provides much mutual benefit.

On the following few slides we discuss a few examples of collaboration in action. But the key benefits for you as a business in the garden industry may be:

- › Showing your customers that you are supporting a cause that is important to them (i.e. by using a 'supporter' logo)
- › PR and brand awareness (i.e. with a listing on the website and membership magazine reaching large new audiences)
- › Education for business and staff alike which can be passed on to customers (i.e. through staff volunteering days or hosting events, learning about how the products and plants you work with everyday are effecting local wildlife. And meanwhile benefitting from the good PR from helping good causes)

17%
of HTA member
retailers are
working with
their local
Wildlife Trust



55% aren't
currently working
with their local
Wildlife Trust, but
are interested in
doing so

Real examples:



Shropshire
Wildlife Trust



We spoke to Tom Hayek, Corporate & Business Development Manager for Shropshire Wildlife Trust (WT) and Black Birches Garden Centre to learn about how they currently work together.

A mutually beneficial relationship

- Shropshire WT have recently begun working with a local garden centre, Black Birches Garden Centre
- After Shropshire WT purchased abandoned scrapyard land, with the intention of restoring it as a home for wildlife to thrive; Black Birches got in touch to make it a joint fundraising effort to fund the work
 - Black Birches made excellent hosts for the “Great Outdoors Festival” which included pond-dipping, fire-lighting, animal skull identification, bug hunting and marshmallow toasting at their centre. Over £1,000 was raised and handed over to Shropshire WT
- Both partners are also able to share facts on their disciplines, with Black Birches committed to incorporating wildlife into their site and the advice they give to customers. In return, they’re hoping to go peat-free as soon as possible, in support of the Shropshire WT’s Shropshire Mosses project
- Black Birches are also planning to hold pruning courses in February 2019, where customers can purchase a special Shropshire WT rose, learn how to prune it properly and then take it home; with half of the proceeds donated to the Trust



Tom Hayek, Corporate & Business Development Manager for Shropshire WT, being presented with a cheque from Black Birches Garden Centre, which featured as an article in the Shropshire WT membership magazine circulated to 10,500 members.

Real examples:



Shropshire
Wildlife Trust



The Horticultural
Trades Association

We spoke to Tom Hayek, Corporate & Business Development Manager for Shropshire Wildlife Trust (WT) and Black Birches Garden Centre to learn about how they currently work together.

“Shropshire Wildlife Trust now works with more than 75 businesses to promote conservation across the county. We do not see these businesses as ‘merely’ members who pay a fee, but as genuine partners with whom we can develop mutually beneficial working relationships that suit their business model. The partnership we have with Black Birches Garden Centre epitomises this as we work together to support the wider environment whilst ensuring that the part they are playing in it is properly recognised”

Tom Hayek
Corporate & Business
Development Manager
Shropshire Wildlife Trust

“This summer we formed a partnership with Shropshire Wildlife Trust in order to promote our wildlife festival ‘The Great Outdoors’. In return for putting on family friendly activities and publicising our event, we supported them in their fundraising for ‘The Scrap Heap Challenge’ (including sales of a personalized ‘Shropshire Wildlife Trust’ rose). The event was a great success. We enjoyed excellent footfall and brand new customers and were able to write SWT a cheque for £1,000 towards their project. We are an independent family business based in the area for 25 years, and it was lovely to be able to make a difference in the area in which we live. A knock on effect of this partnership was a discussion (instigated by us) of how, as a garden centre, we can become more environmentally friendly. As a direct result we have made a commitment to become peat free in our compost sales and have stopped using plastic bags in our shop. SWT have also requested that we put on pruning classes for their members in February, which we are happy to do, as we love to encourage people’s passion for gardening. I think there is a great scope for collaboration between garden centres and local Wildlife Trusts. We share a deep seated love and respect for flora and fauna. Forging relationships and sharing ideas between ourselves, our customers and our Wildlife Trust members creates a closer and better informed community who can create real change. ”

Rebecca Edwards
Head Gardener
Black Birches Garden Centre

Real examples:



We spoke to Tania Ord-Smith, Corporate Development Officer for Surrey Wildlife Trust; to learn about how they currently work with the garden industry and where they see potential for more collaboration.

- › Surrey WT have a historic connection with Squire's Garden Centres
 - › Squire's allow Surrey WT to recruit members at their sites, recognising the similar audience
 - › Surrey WT run various wildlife gardening competitions, including their Surrey Wildlife Garden Award; with categories for businesses, schools and more. Squires are proud sponsors of the award, advertising the competitions and providing voucher prizes
 - › Squire's also have wildlife friendly display gardens at multiple centres co-branded with Surrey WT, appealing to their customers interests meanwhile giving Surrey WT prominence. In return, Squire's advertise in the Surrey WT membership magazine
 - › A particular area Surrey WT are looking to develop is their adult learning and education courses. They previously ran a 'make a great pond' course at a Squire's centre, encouraging customers to buy suitable plants. They see this as a particularly great opportunity for collaborating for mutual benefit
- › Surrey WT currently have many businesses as corporate members using their supporters logo, including landscapers and tree surgeons



A wildlife-friendly plant display at Squire's Garden Centres

Real examples:



We spoke to Tania Ord-Smith, Corporate Development Officer for Surrey Wildlife Trust; to learn about how they currently work with the garden industry and where they see potential for more collaboration.

“Our members are passionate about nature and wildlife, from our pollinating insects to increasingly rare hedgehogs. Gardening for wildlife is an important way for individuals, schools and businesses to make a difference, providing essential corridors that criss-cross the county in every direction. Partnering with garden centres is a logical and mutually beneficial way of encouraging communities to achieve even more, whether they have a few pots on a balcony or several acres in the Surrey Hills and we welcome the opportunity of working with more centres in the future.”

Tania Ord-Smith
Corporate Development Officer
Surrey Wildlife Trust

“We have long been keen to encourage people to attract more wildlife into their gardens, so it was a natural decision to work closely with the Surrey Wildlife Trust.

Collaborating with Trust allows us, and them, to reach a wider audience, and shows our customers and their supporters that we are promoting a cause that is important to them. It’s a great partnership that has mutual benefits.

We are enthusiastic sponsors of their annual ‘Wildlife Garden Awards’ - it’s fantastic to discover the diverse and interesting ways that people are attracting wildlife into their gardens. We also have co-branded wildlife-friendly plant displays in our garden centres, which are very popular with our customers because it makes it easy for them to choose plants that look great, and appeal to native wildlife.”

Sarah Squire
Deputy Chairman
Squire’s Garden Centres

Real examples:



**Bedfordshire
Cambridgeshire
Northamptonshire**



We spoke to Sue Barnard, Corporate Partnerships Development Manager and Katie King, Wildlife and Communities Officer for the Wildlife Trust for Bedfordshire, Cambridgeshire and Northamptonshire (WTBCN); to learn about how they currently work with the garden industry.

- > WTBCN opened their first visitor centre in July 2017 at Rushden Lakes, Northamptonshire; taking the opportunity to collaborate with local Bosworth's Garden Centre to promote wildlife friendly gardening. Bosworth's kindly donated materials and wildlife friendly plants for the planters, which were constructed by volunteers and now tended to by Bosworth's; showing visitors what they can do in their own gardens, no matter their size.
- > The Trust offer a range of activities at Rushden for families, community and school groups. Wildlife and Communities Officer, Katie King, provides opportunities to get closer to nature delivering a full programme that includes making bird boxes, insect homes and arts and crafts. Bosworth's staff have joined Katie to provide advice and support on wildlife friendly gardening, and planting techniques.
- > WTBCN also work with other garden centres across the three counties including going along to chat to customers at Milton Ernest and Langford Nurseries and Garden Centres about what they can do to help wildlife.
- > WTBCN also promote wildlife friendly gardening to their corporate members through their Wildlife Gardening at Work Awards which include categories for best use of recycling, best employee engagement, best wildlife sighting and best overall wildlife garden. Local Cambridgeshire-based company Hunts Wildlife Landscapes judge the awards.



Real examples:



**Bedfordshire
Cambridgeshire
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“It’s been great working with Bosworth’s to create the wildlife friendly planters outside of the visitor centre. The plants that they provide always look beautiful and are a really useful example to show people how they can make their own garden’s better for wildlife. It has been wonderful also to see the children attending our ‘Gardening for Wildlife’ event getting involved with the planting of the containers and learning all about plants and pollinators in the process.”

Katie King
Wildlife and Communities Officer
Wildlife Trust Bedfordshire, Cambridgeshire &
Northamptonshire

“Here at Bosworth’s we are happy to help promote wildlife gardening as we know it essential to look after our wildlife and make sure our gardens are wildlife friendly, that is why we at Bosworth’s provide plants at the visitor centre so we can help educate the public on suitable plants for their gardens.”

Adele Shelford
Bosworth’s Garden Centre

National work

The Wildlife Trusts also run plenty of national campaigns each year that you and your customers can get involved in.

30 Days Wild

Every June, hundreds of thousands of people take part in 30 Days Wild and take the challenge to do something a little bit 'wild' every day for a whole month. The Wildlife Trusts provide a free pack of ideas and inspirations to help people reconnect with the environment whilst doing a bit of good for wildlife. These can be as small as making a point of stopping to smell a flower, or something bigger such as giving up single-use plastics for a month.

Keep an eye on their website for more information:

<https://www.wildlifetrusts.org/get-involved/campaign>



Wild About Gardening

There are a whole host of free resources available to download via:

<https://www.wildlifetrusts.org/gardening>

Including guides on Wildlife Gardening and for helping bats, bees, hedgehogs and worms thrive.

Potential opportunities

So what?

You can show your customers that you are supporting a cause that's important to them.

- › Look for opportunities to support events and campaigns run by the Wildlife Trusts
- › Think about how your product ranges or garden landscape designs support wildlife, for example plants that produce berries for birds and insects to feed
 - › Discover the benefits of particular products and garden features by using the free content and resources available on the Wildlife Trusts website
 - › Relay these benefits in your promotions, merchandising and PR, and help customers in their purchase journey to create a wildlife-friendly garden