Garden centre in-person conversation and follow-up email

Use the guidance below to help you start a conversation with a local garden centre, asking them to raise awareness of hedgehog-friendly measures that customers can take in their gardens.

A friendly in-person conversation with a follow-up email is the most effective way to contact garden centres, but if you don't feel confident enough yet, you can email them initially too.

Please remember to copy **campaigning@suffolkwildlifetrust.org** into any emails you send.

You can find a copy of our poster and a social media graphic on the Hedgehog-Friendly County webpage:
www.suffolkwildlifetrust.org/hedgehogs

In-person conversation guide

I'm supporting Suffolk Wildlife Trust's Hedgehog-Friendly County campaign and wondered whether your garden centre might be interested in helping customers create more hedgehog-friendly gardens. Please may I speak with the manager?

We're encouraging people to help hedgehogs by creating more connected, wildlife-friendly gardens by planting diverse native species, creating hedgehog highways and reducing reliance on pesticides and other chemicals.

Garden centres are in a fantastic position to help inspire customers to take these actions.

I wondered whether you'd be interested in promoting wildlife-friendly gardening or helping to raise awareness of ways people can support hedgehogs?

I will send you more information about the campaign along with a poster later today. Thank you for your time.

Follow-up email to a conversation

Hedgehog-Friendly County

Subject: Thank you for your time today

Dear [Name],

Thank you for taking the time to speak with me today about Suffolk Wildlife Trust's Hedgehog-Friendly County campaign.

As we discussed, the campaign encourages simple actions that help hedgehogs thrive. These include:

- Improving connectivity through hedgehog highways and other permeable boundaries, such as hedges or bushes.
- Increasing natural food sources through diverse native planting.
- Promoting natural pest reduction methods such as companion planting.

I wondered whether [garden centre name] would be interested in supporting these efforts by using our poster to share information with customers and promoting hedgehog-friendly products.

If you'd like to support the Hedgehog-Friendly County campaign as a business, you can sign up to become a **Hedgehog Hero** at www.suffolkwildlifetrust.org/hedgehogs. If you wish to include the **campaign logo on your website** to show your support to customers, please contact Suffolk Wildlife Trust at wilder.communities@suffolkwildlifetrust.org

Thank you again for your time and consideration.

Kind regards,

[Name]

[Town/Village]