



Dobbies teams up with Butterfly Conservation in its latest podcast episode

Dobbies, the UK's leading garden centre retailer, has launched the latest episode of its popular podcast, this time in collaboration with Butterfly Conservation to hear more about its 'Nurture for Nature' campaign.

In the latest episode, podcast host and gardening writer Louise Midgley is joined by resident BC gardening expert, RHS-trained Anthony McCluskey, who is also the Helping Hands Project Officer at Butterfly Conservation, the UK's only organisation dedicated to the conservation of butterflies, moths and their environments.

In an engaging and enlightening conversation, the pair discuss everything the amateur butterfly enthusiast needs to know about conserving and encouraging butterflies and moths this spring, including which plants, herbs and flowers are a must for building a butterfly-friendly garden. Alongside this, Anthony shares his expert advice on identifying butterflies this season, and provides top tips for those in urban areas or with limited outdoor space who want to play their part in supporting the conservation of butterflies and moths.

The episode comes after Dobbies announced its partnership with Butterfly Conservation, supporting its new 'Nurture for Nature' campaign, which encourages people to look after themselves by looking after the natural world this spring. The campaign is centred around building a natural world which supports butterflies and moths, which are not only important pollinators, but vital elements of the complex ecosystem that supports the birds and mammals who populate the British countryside. With their continuing decline a serious worry for local wildlife, the campaign encourages ways in which people can help boost their numbers, with the podcast providing an abundance of helpful tips and expert advice.

Dr Kate Dent, Director of Engagement at Butterfly Conservation, says: "During spring we can all do our little bit towards helping butterflies, wherever we live. Whether it's caring for herb seedlings in a window box or planting wildflowers in your garden, we can all join in the drive to Nurture for Nature."

The campaign is also aligned with #sustainabledobbies, as the retailer is committed to educating about the importance of soil health and delivering environmentally-friendly practices and products, and sustainable solutions.

Marcus Eyles, Horticultural Director for Dobbies, said: "There has been really great engagement with our #sustainabledobbies campaign so far and we look forward to sharing news of new products, practices and services as we build on this over the year.

"We are committed to sharing top tips and advice on the best products that will encourage beneficial wildlife into gardens across the UK – it has been excellent to collaborate with Butterfly Conservation on their spring campaign and this latest podcast."

As well as the episode with Butterfly Conservation, the Dobbies' podcast is full of handy tips and advice for all, whether you're a passionate gardener or an enthusiastic novice. From

gardening for beginners, and growing your own produce at home, to caring for houseplants and tips on how to more sustainable in the garden, the podcast is home to a wealth of information and interviews with some of Dobbies' in-house experts and special guests.

Listen to the latest episode, and catch up on the whole podcast series via iTunes and Spotify <https://www.dobbies.com/podcasts>

-ends-

Issued on behalf of Dobbies Garden Centres by Frame.

About Dobbies

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 71 stores.
- A turning point in the business came in 2019 with the acquisition of 37 stores, more than doubling the company's footprint.
- Dobbies operates 69 mainline garden centres and two small format, little dobbies, stores.
- Dobbies aspires to be 'not your average garden centre'; we exist to enrich people's lives and nurture connections between people, the community and the environment.
- Dobbies is proud to be a supporter of #TerraCarta, launched by HRH The Prince of Wales' Sustainable Markets Initiative.