

**PURPOSE:** To raise awareness of the importance of pollen producing plants for bees

**PARTICIPANTS:** Gardeners; local garden centre

**INPUTS**

- Researcher time, knowledge and expertise
- Funding - £500

**ACTIVITIES**

- Stand at local garden centre
- Meet the researcher sessions
- Seed giveaway

**OUTPUTS**

- 400 people engaged
- Materials
- 400 seed packets given away

**OUTCOMES**

- Improved knowledge of participants and garden centre staff
- Researcher understanding gardeners and garden centre motivations relating to non-pollen producing plants

**IMPACTS**

- Participants change behaviour
- Garden centre reduces stocking non pollen producing plants.
- Researchers develop
- more effective interventions
- Improved bee habitats

**ASSUMPTIONS**

- Gardeners will be willing to participate in the discussion/ change behaviours
- Participants will plant the seeds

**FACTORS/ RISKS**

- Garden centre opposes the messaging due to conflict with stocking

**EVALUATION**

See [evaluation plan](#)