

AUTOMOTIVE

Rolls-Royce names winner of Wildlife Garden Competition

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WILDLIFE GARDEN COMPETITION WINNER

By Iris, age 8

Iris created Tiggy Town to support the UK's hedgehog population, which is in critical decline. Together with little hedgehog houses (each with its own address) she designed features to encourage the insects and invertebrates that hedgehogs feed on. The houses have grass roofs to attract pollinators; a leaf pile, compost heap and log pile provide shelter for all kinds of insects, as well as hedgehog hibernating places. There's also a shallow pond hedgehogs can drink from and swim in, with a boardwalk to help them climb out when they get tired. Sensory elements include a fragrant camomile lawn, the 'Phantom' hydrangea and 'Rosa Dawn' rose.

ROLLS-ROYCE
WILDLIFE GARDEN

Tiggy Town, this year's winner, supports the U.K.'s wild hedgehog population. Image courtesy of Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce has announced the winner of its Wildlife Garden Competition.

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The competition invited children between the ages of 5-11 to design new features for the Wildlife Garden at the Rolls-Royce plant in Goodwood in the U.K. This year's winner is "Tiggy Town," crafted by an 8-year-old named Iris.

"We are delighted to announce Tiggy Town as the winner in our Wildlife Garden competition," said Andrew Ball, head of corporate relations of Rolls-Royce, in a statement. "The judges were charmed by Iris's ideas for a space dedicated to hedgehogs, and impressed by her creativity, imagination and attention to detail.

"They particularly admired her research into Rolls-Royce, and the links she made between features in her garden and the motor cars we build just a short distance away," he said. "Iris is a worthy winner; her ideas will make a real difference to our Wildlife Garden, which is so important to us, our many visitors and, above all, the huge variety of nature it supports."

Tiggy Town

The Wildlife Garden supports a variety of plants, insects, birds and animals native to the South of England and has been part of the original landscaping of the Goodwood plant since the early 2000s. The new features of the garden reflect a partnership with Chichester District Council and the South Downs National Park Trust, to reflect changes in conservation thinking and practice.

This year's competition was launched in late February and was so popular that the automaker had to extend the deadline. Ultimately, the judges unanimously selected Tiggy Town as the winner.

The winner's creation is designed to support the U.K.'s wild hedgehog population which is currently in a critical decline. The design includes little hedgehog houses, each with its own address, that have features that encourage insects and invertebrates that the hedgehogs feed on.

The houses have grass roofs to attract pollinators: a leaf pile, compost heap and log pile to provide shelter for all kinds of insects, as well as hedgehog hibernating places. Hedgehogs will also have access to a shallow pond for

drinking and a boardwalk.

Later this year, Iris will be celebrated by Rolls-Royce at a ceremony for the rejuvenated garden, which will feature her winning design. She will also receive a rendering of the garden, created by the Rolls-Royce bespoke design team.



Runner-up Ava built her design based on her love for insects. Image courtesy of Rolls-Royce

Iris and three runners-up also received framed certificates recognizing their thoughtful efforts.

In April, Rolls-Royce revealed a major development in its client relationship journey with the opening of its flagship in London.

The showroom, which is located in Mayfair, provided additional space compared to the marque's previous location nearby in Berkeley Square. The move has also provided an opportunity to create a wholly immersive client experience in line with Rolls-Royce's continuing evolution as a global luxury goods brand ([see story](#)).

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