



Dobbies announces ‘Not Your Average Gardener’ awards to find UK’s best gardeners

Dobbies, the UK’s leading garden centre retailer, has announced the launch of its first-ever ‘Not Your Average Gardener’ awards, to find the UK’s best and most dedicated gardeners.

Dobbies is looking to reward gardeners from across the UK for their creativity and commitment to making the UK a brighter place through their gardens and is encouraging the public to get involved and nominate the talented people in their lives. Whether it’s a family member, friend, neighbour or even themselves, the competition is open to amateur gardeners across the country.

Categories include Best Community Gardener, Best Mini Garden Makeover and Most Instagrammable Garden. Young gardeners are also being encouraged to get involved and submit entries for Best Young Gardener, for under-16s, and Best Little Seedling for those aged 10 and under. There’s also a category dedicated to finding Dobbies’ Best New Gardener 2021, with novice gardeners urged to enter and showcase their newly-honed skills.

The awards will be judged by gardener, journalist and Dobbies’ podcast host Louise Midgely, and Dobbies’ Horticultural Director, Marcus Eyles. Entries can be submitted via the Dobbies’ website, with winners being awarded £250 to spend in their local Dobbies store, plus a one-to-one gardening consultation with the judges to advise them on how to maximise their garden in 2021 and beyond.

According to research conducted by the Horticultural Trades Association, three million people took up gardening in 2020, and Dobbies wants to recognise and celebrate these new gardeners, while highlighting the many benefits that gardening can offer.

Marcus Eyles, Horticulture Director at Dobbies, said: “Gardening has proven benefits for our health and wellbeing and at Dobbies, we’re delighted to see so many more people getting involved with gardening over the past year.

“These awards will allow us to celebrate those who love gardening and those who show promise as potential gardening superstars. We look forward to seeing all of the wonderful gardens from entrants across the UK.”

The competition is open until 28 May 2021.

To enter or make a nomination, visit the Dobbies’ website and complete a simple form. All nominations will be reviewed by the judges, with prizes being awarded for the winners in each category during a virtual awards ceremony in the summer.

For more information visit: <https://www.dobbies.com/dobbies-in-the-community>

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Award Categories for 'Not Your Average Gardener' 2021

- **Best young gardener:** discover the UK's best under 16 gardener. A youngster who puts pride and passion into caring for either their own or a family member's garden.
- **Best Little Seedling:** for those of a primary school age, showing a talent for all things gardening.
- **Best community gardener:** an individual who commits their time to keeping the local community blooming.
- **Most Instagrammable garden:** find the UK's best-looking garden. From landscaping and raised beds to colour burst floral arrangements and blooming hanging baskets, we find the garden everyone wants to look at.
- **Best mini garden make-over:** this award is for gardeners who have made the most of their space, be it a balcony, a windowsill or just a tiny garden area.
- **Dobbies best new gardener 2021:** find a gardener who has gone to great lengths to develop their skills. Maybe it's a complete novice who has grown to become an expert or an older gardener who has turned their hand to a completely new skill. This award is about recognising excellence and commitment.

About Dobbies

- It all started in 1865 with James Dobbie who created a business selling seeds. He named it Dobbie & Co. The company went on to build up a customer base and started opening garden centres that fast became a go-to destination.
- A new turning point in the business came in 2019 with the acquisition of 37 stores, more than doubling our national footprint. We are UK's leading garden centre retailer with 70 centres nationwide.
- Our smallest store is little dobbies Clifton and the largest is Morpeth at 18,973sqm.
- Dobbies is not your average garden centre; we exist to enrich people's lives and nurture connections between people, the community and the environment.
- Dobbies offer carefully considered ranges in-store and online, high quality services, great restaurants and cafes as well as engaging experiences.
- Dobbies is proud to be part of the #TerraCarta from HRH Prince of Wales' Sustainable Markets Initiative.