

Dobbies announces community winners for national campaign

Local groups across the UK to receive support for their green spaces

Dobbies, the UK's leading garden centre, has revealed the community and charity groups across the UK that will receive support to help transform, restore or start their indoor or outdoor green spaces this year.

Over 660 groups applied to Dobbies Community Gardens when it opened in March. Each Dobbies' store selected their local project to support from the nominations that were made. Nominated projects were invited along to their local in-store Grow How session on Saturday 4 May when the winner was unveiled.

All winners will now receive a one-on-one session with Dobbies' colleagues in their local store to kick-start the activity, seeing the team support the winning group right the way through their project. In addition to receiving products, tools and plants, there will be volunteer hours allocated to help bring the project to fruition and keep their indoor or outdoor space blooming.

Recent research* from Dobbies by Censuswide found that 71% of Brits say being close to nature helps them relax, highlighting the importance of initiatives like Dobbies Community Gardens to help green spaces thrive.

Dobbies' colleagues are passionate about gardens and plants, championing garden living all year round to create experiences that bring people and communities together.

Nick Anderson, Dobbies' Operations Director, is thrilled with the response to Dobbies Community Gardens. He explained: "We are really pleased to have had so many community groups get in touch looking for support with their green spaces.

"The stores had the responsibility of picking a community group to back this year and they've chosen a great mix of winners from schools, nurseries and nursing homes to community gardens and charity allotments.

"We're looking forward to seeing these indoor and outdoor green spaces flourish over the year and helping people create their perfect garden space, indoor or outdoor."

Some of the winners include Kirkinriola Early Years Playgroup, chosen by the Antrim store for help creating an outdoor play area for children to come together and be in nature; and Mud Matters from Dementia Friendly Hampshire, chosen by the Havant store to help open a garden area for people living with dementia to enjoy.

For more information about Dobbies work in the community and to see this year's Dobbies Community Gardens' winners, visit dobbies.com/community-gardens.

**The research was conducted by Censuswide with 2007 nat rep consumers in UK 16+ between 22 March-25 March 2024. Censuswide abide by and employ members of the Market Research Society, which is based on the ESOMAR principles and are members of The British Polling Council.*

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About Dobbies

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh.

It is the UK's leading garden centre retailer, with 3,800 colleagues and 77 stores, including six little dobbies.

Dobbies shares its passion for gardens and plants through own brand and branded products, concession partners and services. Many stores also feature a restaurant or coffee shop, where customers can enjoy refreshments or meals in a relaxed and welcoming environment.

Dobbies champions garden living all-year-round and offers a calendar of events and experiences that bring people and communities together.