

Launch of new-look Cadnam store

Dobbies Garden Centre in Cadnam has today (8 May) celebrated a relaunch, as part of a nationwide store refurbishment programme which is underway. This is the second in Dobbies' extensive programme of investment across the store estate.

At Dobbies Cadnam, the team has worked closely with new and existing suppliers to increase its plants and gardening ranges while also introducing brand new products across home, gift and spa. Thanks to the success of Regatta, the fashion offering has been extended and Klass Clothing has been added.

Space for an additional 64 customers has been created in a new seating area for the restaurant, with indoor and outdoor seating, as well as there being a new seasonal menu now available. This is all in a new store layout with a brand-new entrance.

General Manager, Dean Mumford, said: "We're really proud of our refurbished store and can't wait for customers to see the work that's been done. We have many loyal customers who have visited us every week for years, as well as new customers who are discovering Dobbies – they've all been front and centre of our plans. A big thanks to everyone who has supported us on this project."

The Cadnam refurbishment closely follows on from Brighton, which was the first store involved in the programme. Early indications from the improvements at Brighton are positive, with an increase in footfall and NPS over the spring period to-date.

The refurbishment plans, developed in collaboration with the store teams, are focused on delivering the best possible customer experience for each store. The plans include improving the fabric of the stores, freeing up space for larger and new ranges and making it easier for customers to shop.

David Robinson, CEO of Dobbies, said: "We're making really good progress with our refurbishment programme and it's great to share the news that our second store is now complete. This is not a 'one size fits all' approach, and through using our data and insights we're tailoring each store improvement plan to deliver a better store experience for our customers."

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Issued on behalf of Dobbies Garden Centres by Frame.

Notes to editors

About Dobbies

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh. This year Dobbies celebrates 160 years of helping British gardeners to grow.

Dobbies shares its passion for gardens and plants through own brand and branded products, concession partners and services. Fifty-two of the 53 store estate 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.

Browse Dobbies' SS25 lookbook: <https://redmcgregor.hflip.co/dobbies-spring-summer-2025.html>