

Dobbies unveils new-look Brighton store

Store investment programme underway across the UK

Dobbies Garden Centre in Brighton has had a major refurbishment unveiling its biggest ever gardening range; a new coffee shop and outdoor seating area; new outdoor furniture, clothing and toy ranges, all in a new store layout.

The refurbishment at Brighton is the first in Dobbies' extensive programme of investment across the store estate. The plans, developed in collaboration with the store teams, are focused on delivering the best possible customer experience for each store. To deliver this, 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.

Dobbies has worked closely with new and existing suppliers and partners to increase the plants and gardening ranges and displays, as well as the outdoor furniture ranges. There are new outdoor toy ranges, and the home, gift and spa ranges have increased by 20%. Building on the success of having Regatta in the store, Klass Clothing and Weird Fish have been added to the fashion offering.

A new 56-seater coffee shop has been created for customers looking for light refreshments, alongside the existing 100-seater restaurant. There's also a new landscaped outdoor seating area, where up to 60 people can enjoy the stunning views.

General Manager, Jason Cowell, said: "We're really proud of the refurbished store. There are lots of great new facilities and we've had really positive feedback so far. We have our biggest ever gardening range, which has been hit with our customers, and the front of the store has also been transformed to create a warm welcome."

David Robinson, CEO of Dobbies, said: "We're really pleased with the changes we have made at our Brighton centre. Early indications from the improvements we've made are positive. Investing in the fabric of the store, creating a new coffee shop and new outdoor seating area, as well as expanding and developing the ranges, has all been worked through with our local customer front of mind. Thanks to everyone who has supported this project and we look forward to sharing news of our next refurbished store."

-Ends-

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.