



First London little dobbies opens

Dobbies Garden Centres, the UK's leading garden centre retailer, today (Thursday 8 July) opens its first London-based little dobbies.

Located on Westbourne Grove, this will be the third little dobbies to open in the UK, following the success of its first two format stores in Edinburgh and Bristol. The store will bring Dobbies' total open stores to 72 across the UK, with number 73 in the pipeline (little dobbies Chiswick).

With plants at the heart of the Dobbies brand, the core offering of little dobbies Westbourne Grove is horticulturally focused with a carefully curated range of houseplants. Convenience and sustainable gardening products are also available, complemented by a range of selected gifts and seasonal products. Educational point of sale will provide an enhanced customer experience, with top tips on what houseplants will work where and how to look after them.

Graeme Jenkins, CEO at Dobbies, said: "As we open our third little dobbies, we are proud to see our ambitious plans for growth coming to fruition, and the little dobbies format going from strength to strength.

"We were able to discuss this development and more today when our team met with Environment Minister at our store at Woodcote Green.

"Residents around Notting Hill can enjoy a carefully curated Dobbies' edit featuring houseplants, the latest gardening innovation and sustainable products, all on their doorstep. A huge thank you to everyone who has been involved with this project."

Opening hours for little dobbies Westbourne Grove are 7am to 7pm, seven days a week. Social distancing measures are in place across the store.

For further information, visit [dobbies.com](https://www.dobbies.com)

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Notes to editors

About Dobbies

- Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh.
- It is the UK's largest garden centre retailer, with 73 stores, having bought 37 stores in 2019.
- The company employs around 4000 team members.
- It is privately owned by Midlothian Capital Partners Limited and Hattington Capital LLP.
- In the financial year to 1 March 2020 its revenue was £252m and EBITDA was £25m.