



Dobbies spreads festive joy this Christmas with 'Not Your Average Community' campaign

In the festive spirit of giving, Dobbies has launched a new campaign to share some joy in the run up to Christmas.

Not Your Average Community will see three local groups from across the UK win £1,000 to spend on trees, lights and decorations to brighten up their local area for Christmas. The campaign follows on from the successful Not Your Average People and Not Your Average Gardener campaigns, which saw Dobbies recognise outstanding and talented individuals making a difference in their local areas.

Now Dobbies is looking to celebrate special community groups, charities, clubs or neighbourhoods who deserve some festive treats.

A member of the Dobbies' team will help each winning group select their Christmas items, providing expert advice on the best trees, lighting and decorations to make the most impact. As part of this visit, the winning groups will be invited to enjoy afternoon tea in their local Dobbies' restaurant.

Graeme Jenkins, CEO of Dobbies, said: "With Christmas just around the corner, we're looking to spread some festive joy with our next community initiative. We are looking forward to hearing from community groups from across the UK who want to brighten up their local area for their friends or neighbours. Whether they need outdoor lighting, Christmas trees or festive finishing touches, our teams will be on hand to help them make the most of their prize."

Not Your Average Community is open to community groups, clubs, charities and neighbourhoods, where they will be invited to complete a simple application form online telling Dobbies about their community group, why they are important to their local area and what trees, lights and decorations they would need to make a difference to their space.

Entries will close for all applicants at 5pm on Monday 22 November, and winners will be selected and contacted by the end of November. Prizes will be collected at the start of December.

For more details on Not Your Average Community and how to get involved, visit [Not your average community | Dobbies Garden Centres](#)

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About Dobbies

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 74 stores.
- A turning point in the business came in 2019 with the acquisition of 37 stores, more than doubling the company's footprint.

- Dobbies operates 69 mainline garden centres and four small format, little dobbies, stores.
- Dobbies aspires to be 'not your average garden centre'; we exist to enrich people's lives and nurture connections between people, the community and the environment.
- Dobbies is proud to be a supporter of #terracarta, launched by HRH The Prince of Wales' Sustainable Markets Initiative.