



## **Spring has sprung at Dobbies** **Two thirds of Brits can't wait to be back in the garden**

It's officially spring and Dobbies stores across the UK are gearing up for their busiest spring ever. In fact, new research from the UK's leading garden centre retailer has found that a huge 76% of Brits can't wait to get back gardening now that spring is here.

The research, from Independent Media News, looked into this year's gardening trends, attitudes towards gardening, garden centres themselves and some of the misconceptions about the UK's favourite pastime.

It found 44% of Brits want to learn more about gardening, with the same percentage saying that gardening helped with their mental health.

The research also looked into this year's trends and found the top focuses were encouraging more wildlife into the garden (42%), growing your own produce (40%) and creating an outdoor social area (35%).

When it comes to what type of garden people might be looking to create, top trends are wild flowers (38%), grow your own (36%) and creating a social space (33%). So, it's clear that people are looking to make the most of their vegetable patch, together with a well-formed BBQ area or space to socialise with friends and family.

Even those without an actual garden are still looking forward to gardening. A massive 90% of people surveyed said they have still taken up gardening even if they don't have an outdoor space by bringing the garden indoors. From sunny window ledges to cool dark corners, lots of plants thrive indoors, and you can grow your own produce just as effectively indoors as out. What's more, studies have proven that houseplants improve concentration and productivity by up to 15%, reduce stress levels, and boost your mood.<sup>1</sup>

Gardening sustainably is high on the list of priorities for gardeners according to the survey. Almost 40% of Brits said they are more likely to shop at a garden centre that is sustainably focused and 35% of gardeners want to recycle more of their garden waste products this spring. Dobbies is notably 100% peat-free in relation to bagged compost and has just launched a partnership with elho to offer plant pot and tray recycling in-store.

Marcus Eyles, Horticultural Director at Dobbies, said: “Spring is our busiest time of the year, with our garden centres featuring a whole host of popular and new plants, seeds, houseplants and garden furniture, ideal for the gardens, balconies and window ledges of Britain’s homes.

“The past few years have seen a huge increase in the number of people enjoying gardening and recognising its benefits, for both physical and mental wellbeing. Our team are ready for a busy few months and we look forward to giving plenty of hints, tips and advice to gardeners, no matter their level of expertise or size of outdoor space.”

1. <https://www.nbcnews.com/better/health/indoor-plants-can-instantly-boost-your-health-happiness-ncna781806>

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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 five little dobbies.
- 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.