



New little dobbies opens in the heart of Cheltenham

Today (27 April) Dobbies Garden Centres, the UK's leading garden centre retailer, has opened its new little dobbies store in the heart of Cheltenham. Located at 106 Promenade, the 2,200sq ft store is the largest little dobbies in the UK.

little dobbies is Dobbies' urban store format. The Cheltenham store is the sixth of its kind with this store featuring enhanced fixtures, signage and customer experience.

The new store boasts an impressive mezzanine floor and carries a curated range of houseplants, plant care, small space gardening products and home décor, as well gifting, including pet gifting, and seasonal products, such as outdoor furniture.

Recent research commissioned by Dobbies found that three-quarters of Brits (73%) plan to grow their own fruit, vegetables and herbs this spring. Urban gardeners will be pleased to know that they can grow delicious fruit and vegetables from their windowsill, thanks to the innovative Pick-N-Joy indoor plants, available in the new Cheltenham store.

The new store is home to a Green Team Hub, where the horticulturally-trained team can advise and support customers on caring for houseplants.

General Manager, Kayleigh Wheeler, said: "We are thrilled to open today and welcome Cheltenham residents to our new store. We are excited to be part of the community and look forward to helping our customers create their own green oasis with our range of stunning and limited edition houseplants, small space gardening products and accessories.

"We are dedicated to being an active part of the community and look forward to working in partnership with some local projects, as part of Helping Your Community Grow."

Donations are welcome in store for Teenage Cancer Trust, Dobbies' National Charity Partner.

The retailer is also supporting BBC Radio 2's Let it Grow initiative, by handing out 75,000 free packets of seeds across the UK – a selection of free seeds will available in store at little dobbies Cheltenham from today.

Graeme Jenkins, CEO at Dobbies, said: "little dobbies has been well received in locations across the UK and we are delighted to open today in Cheltenham. Our urban format has proven to be very popular and we've taken on board feedback and customer research, which has enabled us to evolve the customer experience for this store.

“A huge thank you to all the team members who have worked hard on this project and we look forward to seeing the response from the local community.”

little dobbies Cheltenham offers freshly-ground coffee, teas and hot chocolate available to take away. Customers can also order from Dobbies’ outdoor living catalogue and website for home delivery. The store is open Monday to Saturday from 9am to 6pm, Sunday 10am to 6pm.

For more information, please visit www.dobbies.com/cheltenham. Other little dobbies stores are located in Edinburgh, Bristol, Westbourne Grove, Chiswick and Richmond.

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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 76 stores. The company employs around 4,000 team members.