

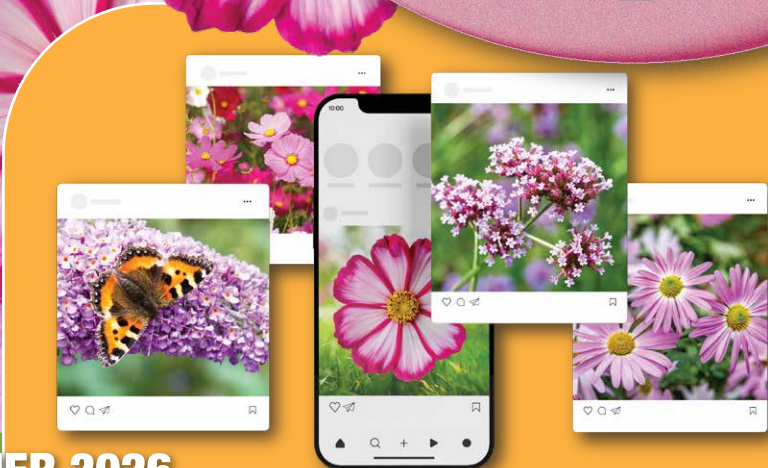


CREATED BY THE HTA RETAIL COMMITTEE,  
YOUR GARDEN YEAR IS A SEASONAL INITIATIVE  
TO INSPIRE GARDENERS ALL YEAR ROUND.

**THIS SUMMER:** National Allotment Week | celebrating the value of allotments and community growing

# Your Garden Year

**TURNING INSPIRATION INTO CUSTOMERS**



## Time for more COLOUR!

Educate your customers on how to keep gardens vibrant through late summer with flowering perennials, annuals, shrubs and grasses. Support pollinators, extend colour into autumn, and maintain displays with deadheading, watering, mulching and feeding.



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[The Late Late Show](#)



[Social Media Toolkit](#)



## Plant of the Moment ...and complementary plants

Turn browsers into customers with ready-made seasonal plant promotions. Each season, we feature key plants, complete with free copy and assets to download in advance. Use the content on social media, websites, in-store signage, email marketing, or anywhere you need it. Download the free social media toolkit and give customers the inspiration they need to buy now. If you can, use your own photos of the plants to showcase what you have on offer.

[Download now!](#)



## Events this Season

When major gardening events capture the nation's attention, customers are already inspired and ready to buy. Align your in-store displays, social media, and promotions with these moments to convert that enthusiasm into sales while the buzz is at its peak.

[Download now!](#)



## WANT TO GO FURTHER?

Take a deeper dive into the blog copy and enhance your website with SEO support to reach even more customers. Find title tags, meta descriptions and URL suggestions.

[Download now!](#)



## Projects to Do Now

### Too green? Fill with colour!

Remind customers to refresh fading spring borders with summer-flowering plants for sun and shade. Combine bold perennials, shrubs, annuals, foliage and climbers to sustain vibrant colour, structure and interest through autumn.

[Download now!](#)



### Simple Prairie Borders

Educate your customers with simple prairie border ideas - transforming gardens in late summer, blending grasses and bold perennials for movement, texture, and long-lasting colour that glows beautifully in warm light.

[Download now!](#)



### Winter Patio Secrets

Help customers think ahead by showing them how to transform their patios into inviting winter retreats, using clever planting, lighting, shelter and simple design touches.

[Download now!](#)

