

Seasonal Campaign

Plant of the Moment

Complimentary Plants

Projects to Do Now

Spring

It Starts with a Pot

Geums	Nemesia	Hydrangeas
Hardy Geraniums, Heucheras	Argyranthemums, Short Dahlias	Roses, Salvias
Envious Hanging Baskets	Patios that Stun	Pots of Difference

Summer

The Late, Late Show

Roses	Echinacea	Patio Cyclamen
Rudbeckia, Penstemon	Grasses, Scented Plants	Winter Pansies
Too green? Fill with Colour!	Simple Prairie Borders	Winter Patio Secrets

Autumn

Making the Most of Now and Next Year

Japanese Maples	Berried Treasure
Autumn Foliage Plants	Plants with Berries for Wildlife
Focal Points for Winter Interest	Make 2026 a Fruity Year

Christmas

Houseplants as Presents
Last minute Gifts for Gardeners
Winter Bird Fuelling Stations

Winter

Here comes Spring!

Christmas Box	Hellebores	Hardy Wallflowers
Snowdrops	Potted Bulbs	Tiarella, Primulas
A New You, a New Garden	Clean Up and Win	Reclaim Your Lawn

How to Use

Your Garden Year gives you seasonal themes to inspire customers week by week.

Use them in-store, online and in conversations to highlight timely tasks and products.

By sharing the same messages across the industry, we can encourage repeat visits, build loyalty, and grow sales

Look out for your FREE toolkit packed with ideas and assets!



APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
WE 1	FR BBC Gardener's World Spring Fair 1	MO 1	WE 1	SA 1	TU 1	TH 1	SU Diwali 1	TU 1	TH New Year's Day 1	SU 1	SU 1
TH 2	SA BBC Gardener's World Spring Fair 2	TU 2	TH 2	SU 2	WE 2	FR 2	MO 2	WE 2	FR 2	MO 2	MO 2
FR Good Friday 3	SU BBC Gardener's World Spring Fair 3	WE 3	FR 3	MO 3	TH 3	SA 3	TU 3	TH 3	SA 3	TU 3	TU 3
SA 4	MO Bank Holiday 4	TH 4	SA 4	TU 4	FR 4	SU 4	WE 4	FR 4	SU 4	WE 4	WE 4
SU Easter Sunday 5	TU 5	FR 5	SU 5	WE 5	SA 5	MO 5	TH Bonfire Night 5	SA 5	MO 5	TH 5	TH 5
MO Easter Monday 6	WE 6	SA 6	MO 6	TH 6	SU 6	TU 6	FR 6	SU 6	TU 6	FR 6	FR 6
TU 7	TH RHS Malvern Spring Festival 7	SU 7	TU 7	FR 7	MO 7	WE 7	SA 7	MO 7	WE 7	SA 7	SA 7
WE 8	FR RHS Malvern Spring Festival 8	MO 8	WE 8	SA 8	TU 8	TH 8	SU Remembrance Sunday 8	TU 8	TH 8	SU 8	SU 8
TH 9	SA RHS Malvern Spring Festival 9	TU 9	TH 9	SU 9	WE 9	FR 9	MO 9	WE 9	FR 9	MO 9	MO 9
FR 10	SU RHS Malvern Spring Festival 10	WE 10	FR 10	MO 10	TH 10	SA 10	TU 10	TH 10	SA 10	TU 10	TU 10
SA 11	MO 11	TH 11	SA 11	TU 11	FR 11	SU 11	WE 11	FR 11	SU 11	WE 11	WE 11
SU 12	TU 12	FR 12	SU 12	WE 12	SA 12	MO 12	TH 12	SA 12	MO 12	TH 12	TH 12
MO 13	WE 13	SA 13	MO 13	TH 13	SU 13	TU 13	FR 13	SU 13	TU 13	FR 13	FR 13
TU 14	TH 14	SU 14	TU 14	FR 14	MO 14	WE 14	SA 14	MO 14	WE 14	SA 14	SA 14
WE 15	FR 15	MO 15	WE 15	SA 15	TU 15	TH 15	SU 15	TU 15	TH 15	SU 15	SU Mother's Day 15
TH 16	SA 16	TU 16	TH 16	SU 16	WE 16	FR 16	MO 16	WE 16	FR 16	MO 16	MO 16
FR 17	SU 17	WE 17	FR 17	MO 17	TH 17	SA 17	TU 17	TH 17	SA 17	TU 17	TU 17
SA 18	MO 18	TH 18	SA 18	TU 18	FR 18	SU 18	WE 18	FR 18	SU 18	WE 18	WE 18
SU 19	TU RHS Chelsea Flower Show 19	FR BBC Gardener's World Live 19	SU 19	WE 19	SA 19	MO 19	TH 19	SA 19	MO 19	TH 19	TH 19
MO 20	WE RHS Chelsea Flower Show 20	SA BBC Gardener's World Live 20	MO 20	TH 20	SU 20	TU 20	FR 20	SU 20	TU 20	FR 20	FR 20
TU 21	TH RHS Chelsea Flower Show 21	SU Father's Day 21	TU 21	FR 21	MO 21	WE 21	SA 21	MO 21	WE 21	SA 21	SA 21
WE 22	FR RHS Chelsea Flower Show 22	MO 22	WE 22	SA 22	TU 22	TH 22	SU 22	TU 22	TH 22	SU 22	SU 22
TH 23	SA RHS Chelsea Spring Harrogate Flower Show 23	TU 23	TH 23	SU 23	WE 23	FR 23	MO 23	WE 23	FR 23	MO 23	MO 23
FR 24	SU Spring Harrogate Flower Show 24	WE 24	FR 24	MO 24	TH 24	SA 24	TU 24	TH 24	SA 24	TU 24	TU 24
SA 25	MO Bank Holiday Spring Harrogate Flower Show 25	TH 25	SA 25	TU 25	FR 25	SU 25	WE 25	FR Christmas Day 25	SU 25	WE 25	WE 25
SU 26	TU Spring Harrogate Flower Show 26	FR 26	SU 26	WE 26	SA 26	MO 26	TH 26	SA Boxing Day 26	MO 26	TH 26	TH 26
MO 27	WE 27	SA 27	MO 27	TH 27	SU 27	TU 27	FR 27	SU 27	TU 27	FR 27	FR 27
TU 28	TH 28	SU 28	TU 28	FR 28	MO 28	WE 28	SA 28	MO 28	WE 28	SA 28	SA 28
WE 29	FR 29	MO 29	WE 29	SA 29	TU 29	TH 29	SU 29	TH 29	TH 29	SU 29	SU 29
TH 30	SA 30	TU 30	TH 30	SU 30	WE 30	FR 30	MO 30	FR 30	FR 30	MO 30	MO 30
FR 31	SU 31	WE 31	FR 31	MO Bank Holiday 31	TH 31	SA Halloween 31	TH 31	TH 31	SA 31	TU 31	TU 31