

Seasonal Campaign

Plant of the Moment

Complimentary Plants

Projects to Do Now

Spring  
It Starts with a Pot

|                               |                                  |                    |
|-------------------------------|----------------------------------|--------------------|
| Geums                         | Nemesia                          | Hydrangeas         |
| Hardy Geraniums,<br>Heucheras | Argyranthemums,<br>Short Dahlias | Roses, Salvias     |
| Envious Hanging<br>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?<br>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<br>for Wildlife |
| Focal Points for<br>Winter Interest | Make 2026 a<br>Fruity Year          |

Christmas

|                                    |
|------------------------------------|
| Houseplants as Presents            |
| Last minute Gifts for<br>Gardeners |
| Winter Bird<br>Fuelling Stations   |

Winter  
Here comes Spring!

|                            |                  |                    |
|----------------------------|------------------|--------------------|
| Christmas Box              | Hellebores       | Hardy Wallflowers  |
| Snowdrops                  | Potted Bulbs     | Tiarella, Primulas |
| A New You,<br>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

| APRIL                             | MAY                                      | JUNE               | JULY  | AUGUST                        | SEPTEMBER | OCTOBER                       | NOVEMBER                | DECEMBER            | JANUARY             | FEBRUARY | MARCH              |
|-----------------------------------|--|--------------------|-------|-------------------------------|-----------|-------------------------------|-------------------------|---------------------|---------------------|----------|--------------------|
| WE 1                              | FR RHS National Gardening Week 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 RHS National Gardening Week 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 RHS National Gardening Week 3         | WE 3               | FR 3  | MO 3                          | TH 3      | SA 3                          | TU 3                    | TH 3                | SA 3                | TU 3     | TU 3               |
| SA 4                              | MO RHS National Gardening Week 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 7                                     | SU 7               | TU 7  | FR 7                          | MO 7      | WE 7                          | SA 7                    | MO 7                | WE 7                | SA 7     | SA 7               |
| WE 8                              | FR 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 9                                     | TU 9               | TH 9  | SU 9                          | WE 9      | FR 9                          | MO 9                    | WE 9                | FR 9                | MO 9     | MO 9               |
| FR 10                             | SU 10                                    | WE 10              | FR 10 | MO 10                         | TH 10     | SA World Mental Health Day 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 National Allotment Week 12 | SA 12     | MO 12                         | TH 12                   | SA 12               | MO 12               | TH 12    | TH 12              |
| MO 13                             | WE 13                                    | SA 13              | MO 13 | TH National Allotment Week 13 | SU 13     | TU 13                         | FR 13                   | SU 13               | TU 13               | FR 13    | FR 13              |
| TU 14                             | TH 14                                    | SU 14              | TU 14 | FR National Allotment Week 14 | MO 14     | WE 14                         | SA 14                   | MO 14               | WE 14               | SA 14    | SA 14              |
| WE 15                             | FR 15                                    | MO 15              | WE 15 | SA National Allotment Week 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 National Allotment Week 16 | WE 16     | FR 16                         | MO 16                   | WE 16               | FR 16               | MO 16    | MO 16              |
| FR 17                             | SU 17                                    | WE 17              | FR 17 | MO National Allotment Week 17 | TH 17     | SA 17                         | TU 17                   | TH 17               | SA 17               | TU 17    | TU 17              |
| SA 18                             | MO 18                                    | TH 18              | SA 18 | TU National Allotment Week 18 | FR 18     | SU 18                         | WE 18                   | FR 18               | SU 18               | WE 18    | WE 18              |
| SU 19                             | TU RHS Chelsea Flower Show 19            | FR 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 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 National Children's Gardening Week 23 | TU 23              | TH 23 | SU 23                         | WE 23     | FR 23                         | MO 23                   | WE 23               | FR 23               | MO 23    | MO 23              |
| FR 24                             | SU National Children's Gardening Week 24 | WE 24              | FR 24 | MO 24                         | TH 24     | SA 24                         | TU 24                   | TH 24               | SA 24               | TU 24    | TU 24              |
| SA 25                             | MO National Children's Gardening Week 25 | TH 25              | SA 25 | TU 25                         | FR 25     | SU 25                         | WE 25                   | FR Christmas Day 25 | MO 26               | WE 25    | WE 25              |
| SU 26                             | TU National Children's Gardening Week 26 | FR 26              | SU 26 | WE 26                         | SA 26     | MO 26                         | TH 26                   | SA Boxing Day 26    | TU 27               | TH 26    | TH 26              |
| MO 27                             | WE National Children's Gardening Week 27 | SA 27              | MO 27 | TH 27                         | SU 27     | TU 27                         | FR 27                   | SU 27               | WE 27               | FR 27    | FR 27              |
| TU RHS National Gardening Week 28 | TH National Children's Gardening Week 28 | SU 28              | TU 28 | FR 28                         | MO 28     | WE 28                         | SA 28                   | MO 28               | TH 28               | SA 28    | SA 28              |
| WE RHS National Gardening Week 29 | FR National Children's Gardening Week 29 | MO 29              | WE 29 | SA 29                         | TU 29     | TH 29                         | SU 29                   | TH 29               | TH 29               | SU 29    | SU 29              |
| TH RHS National Gardening Week 30 | SA National Children's Gardening Week 30 | TU 30              | TH 30 | SU 30                         | WE 30     | FR 30                         | MO 30                   | FR 30               | FR 30               | MO 30    | MO 30              |
|                                   | SU National Children's Gardening Week 31 |                    | FR 31 | MO Bank Holiday 31            |           | SA Halloween 31               |                         |                     | SA 31               |          | TU 31              |

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

