



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

**EVENTS:** World Mental Health Day | Halloween | Diwali | Bonfire Night | Christmas

# Your Garden Year

**TURNING INSPIRATION INTO CUSTOMERS**



## **Making the most of now and next year**

Help customers embrace autumn and the Christmas period as a season of inspiration, planning, and potential.

**AUTUMN/CHRISTMAS 2026**



# Making the most of now and next year

This time of year isn't about endings—it's about opportunity. A time to enjoy the beauty that remains, while gently preparing for the seasons ahead. Help customers embrace autumn and Christmas as a season of inspiration, planning, and potential.

## Plant of the Moment

...and complementary plants

Turn browsers into customers with ready-made seasonal plant promotions for autumn and Christmas. 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 (and Christmas!) 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

**Download now!** 

## SEO Support

Take a deeper dive into the blog copy and enhance your website with SEO support to reach even more customers.

**Download now!** 

## Projects to Do NOW!

### Focal Points for a Winter Garden

Help customers reimagine their gardens for winter and Christmas—creating impactful focal points that bring colour and structure to the colder months. With just a few simple steps, gardens can remain rewarding to look at, uplifting to spend time in, and beneficial for wildlife all year round.

**Download now!** 

### Create a Wild Bird Refuelling Station

Show customers how to bring their winter gardens to life by supporting wildlife. As natural food sources become scarce, a simple feeding station can create a focal point that attracts birds and adds interest throughout the colder months.

**Download now!** 

### Make 2026 a Fruity Year

Inspire customers to make the most of small spaces—transforming patios, borders and containers into fruitful focal points. With the right choices, even the smallest garden can deliver an abundance of delicious, attractive homegrown produce.

**Download now!** 

