



12th March 2024

Unveiling British Garden Centres' impressive social media benchmarks

British Garden Centres, the UK's largest family-run garden centre group, is proud to announce its latest benchmarks in digital marketing. With a strategic focus on engaging content and community building, British Garden Centres has reached remarkable milestones on its social media channels, setting new benchmarks for the industry.

In an age where connectivity is paramount to engagement, and young millennial gardeners are looking to social media for gardening tips and inspiration, British Garden Centres has emerged as an online leader with enthusiasts, nature-conscious consumers, and millennials seeking creativity and ideas for their outdoor living spaces.

The company's dedication to providing valuable content and interactions has resulted in unprecedented success across its staggering **131 social media platforms**, with all 62 centres managing their own channels on Instagram and Facebook.

Here are some of the standout statistics from British Garden Centres' social media:

Follower Growth and Reach: Over the past year, British Garden Centres has experienced exponential growth in its social media following, with **47 million people** reached on social media in 2023. The accounts also saw an impressive 20% increase in followership across the board in 2023, with the British Garden Centres Instagram growing by **116.8%** in 2023*.

Unrivalled engagement: British Garden Centres' is committed to engaging its audience with informative and entertaining content. The company sees over **150,000 engagements** per month in social media including likes, shares, and comments, demonstrating its ability to create compelling posts and videos that spark conversation and inspire and drive meaningful interactions among its local communities of followers.

Innovative content plans: Headed up by **Lucy Hewitt**, Marketing and Social Media Coordinator and **Eve Kerrigan**, Content Creator, the social team uses entertaining and visual storytelling mixed with informative how-to guides to



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keep the social media channels fresh. Content also embraces current and new trends in both the gardening and home industries, and as a result has built a dynamic online community where gardening enthusiasts can connect, learn, and share their experiences.

Influencer Events: The social team also hold regular seasonal events for influencers including summer parties and Christmas launches, as well as lending support to Hannah Reid, AKA @gingergrows 1 who exhibited at the prestigious RHS Hampton Court Flower show last year in the Community Allotment area.

Lucy Hewitt of British Garden Centres said: "We are thrilled to see such incredible growth in our social media presence. We are passionate about sharing our love for gardening and outdoor living with the world. These impressive statistics are a testament to the hard work of the marketing and centre teams and the ongoing support of our amazing communities."

*Figures from SOCI.

ENDS

WORD COUNT: 430

Notes to Editors:

About the business:

British Garden Centres (BGC) is the UK's largest family-owned garden centre group with 62 centres around the country. The group is owned and led by The Stubbs family, who also own and operate Woodthorpe Leisure Park in Lincolnshire. BGC was launched in 1987 with the opening of Woodthorpe Garden Centre by brothers Charles and Robert Stubbs. Since 2018 it has expanded rapidly with the acquisition of 50 garden centres allowing it to grow from its heartland to the business it is now with 62 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham.

The group has a team of 2,700 colleagues working across the garden centres, restaurants, 2 growing nurseries, 4 distribution centres, Woodthorpe Leisure Park, and Woody's Restaurant & Bar.

Social Media

Facebook: British Garden Centres

Twitter: @BGCentres

Instagram: @BritishGardenCentres

Website: www.britishgardencentres.com

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