



17th February 2026

British Garden Centres launches 'Make it Bloom' spring Campaign to inspire a new generation of gardeners

British Garden Centres is launching its 'Make it Bloom' spring campaign, an exciting three month initiative designed to help new gardeners discover their green fingers. Running from 16th March through the end of May 2026, 'Make it Bloom' will inspire and support every gardener, whether you're nurturing your very first plant or tending a thriving outdoor retreat. We are here to give you the tools and advice to make it bloom for every season.

About Make it Bloom

The 'Make it Bloom' campaign is designed to welcome new gardeners, build confidence through expert guidance, and help everyone understand the basics of successful gardening, from choosing the right plants to caring for them throughout the season.

The campaign cuts through confusing gardening jargon and will speak directly to people who want to make the most of their outdoor spaces, whether it's a balcony, patio, or garden. Through press releases, expert media comments, blogs, social media, in-store displays, and helpful guides, British Garden Centres aims to build trust as a go-to source for gardening advice for both beginners and experienced gardeners alike.

Themed weeks of no jargon guidance

The campaign features carefully curated weekly themes, each designed to build knowledge and confidence in the garden centre and your own garden, no matter the size.

Week 1 (16th March): A Guide to Gardening: Launching with 'Your Ultimate Guide to Spring Gardening,' covering top tips and essential starting points.

Week 2 (23rd March): Understanding the Garden Centre and demystifying plant departments and gardening terminology to help customers navigate with confidence.

Week 3 (30th March): Waking up the Garden, including maintenance guides and steps to prepare outdoor spaces for the season ahead.



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Week 4 (6th April): Your Spring Starter Kit, including essential tools, plants, and sundries every beginner needs to succeed.

Week 5 (13th April): Garden Colour and Planting, and how to create stunning colour combinations and how to plant up a stunning container.

Week 6 (20th April): Understanding your Garden, how to understand what soil you have and plants for sun, partial shade and full shade.

Week 7 (27th April): National Gardening Week, with the theme being Bringing Nature Home. This week will focus on pollinator friendly plants and how to make your garden wildlife friendly.

Week 8 (4th May): Garden Paradise, focusing on how to transform outdoor spaces with furniture, accessories, and creative planting ideas.

Week 9 (11th May): Summer Planting and how to plan ahead with summer bedding guides and plant care advice.

Week 10 (18th May): National Children's Gardening Week, which will provide fun projects to engage young gardeners and get them connecting with nature.

Week 11 (25th May): Chelsea Inspiration and how to recreate the iconic RHS Chelsea Flower Show trends at home with plant choices, accessible gardening techniques and design ideas.

Lucy Hewitt, Marketing Campaigns Manager at British Garden Centres, said, “Whether you've never planted anything before or you're looking to expand your gardening skills, the 'Make it Bloom' campaign offers friendly, jargon-free advice that makes gardening accessible and enjoyable for everyone. By providing themed content that builds on itself, we're creating a learning journey that takes someone from a complete novice to a capable gardener. With its welcoming approach and week-by-week guidance, the campaign is designed to help you create the outdoor space you've always dreamed of.”

Make sure you follow the campaign on social media and tag us in any of your spring photos using #MakeitBloom

ENDS

WORD COUNT: 569

Notes to Editors:

About the business:

British Garden Centres (BGC) is the UK's largest family-owned garden centre group with 75 centres around the country. The group is owned and led by the Stubbs family, who also own and operate Woodthorpe Leisure Park in Lincolnshire.



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BGC was launched in 1990 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 75 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham.

The group has a team of 3,200 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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