

# British Garden Centres

## MEDIA SHEET

### Introduction

British Garden Centres are now the second largest Garden Centre group in the UK with 58 stores predominantly throughout England and Wales.

Garden centre customers tend to be home owners who have a garden and provide the ideal target group for many national brands, promoters and traders looking to engage a local audience.

However, other consumer groups can also be targeted as many British Garden Centres have become a destination venue for customers year round as they also host restaurants and play areas and concessions including clothing and homewares.



To book a promotional space at any British Garden Centre please get in touch.  
Call Access Point on **01704 544999**, email **BGC@apuk.net** or visit **www.apuk.net**

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Many national brands, promoters and traders will be attracted by the demographics associated with garden centres as their products or services are targeted at this group or are complementary to the products and services sold at British Garden Centres.

Each of the British Garden Centres sites are unique with many offering commercialisation opportunities internally and externally.

Internal opportunities are ideal for pop-up activity, sampling and brand awareness.

Externally opportunities exist for larger promotions and awareness campaigns and ideal for car dealership activity.

If you would like to find out more about your nearest British Garden Centre you can also take a look at our **venue locator**.



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