

WOODTHORPE PARK
PLANT SHOP



Overview

- ❖ Woodthorpe Park Plant shop is built upon a tradition of horticultural excellence.
- ❖ Nottingham City Council has managed a nursery at Woodthorpe Grange Park since the 1920's.
- ❖ In 2015 we invested in a small retail unit to sell surplus plants to the public.
- ❖ 7 years on we have grown into a garden shop with online commerce turning over £350,000.

The History



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Background

- ❖ Up until 2015 the Nursery's main objective was to produce bedding plants for NCC's own use in our parks, neighbourhoods and as part of its major In-Bloom initiatives.
- ❖ In the last 7 years we have transformed our commercial operation and taken it from it being 100% subsidy to service that now not only covers its own costs but finished the year with a surplus.
- ❖ We now grow more plants for other councils, organisations and retail than we do for use within our own parks and gardens.



The Nursery



- ❖ In 2015 we grew 300,000 plants
- ❖ In 2021 we grew 900,000 plants
- ❖ More plants are grown from seed rather than plugs
- ❖ Use of state of the art equipment including LED Grow Lights to speed up production, stagger growth and extend the season
- ❖ The majority of production uses peat free substrates, mechanised production lines and bulk materials to reduce plastics

The Plant Shop

- ❖ The shop opened in 2015 to sell surplus contract stock from the nursery
- ❖ Demand outstripped supply so in 2016 additional plants were grown solely for the shop
- ❖ We began to source other local suppliers to bring in shrubs, trees, bulbs and garden decor



The Plant Shop

- ❖ When Covid19 hit we created a basic but comprehensive online shop to sell contract stock that would have otherwise been skipped
- ❖ Online sales were over £100,000 between April '19 and 31 March '20
- ❖ We have subsequently rebranded and invested in both the website and the shop to enable us to compete with more mainstream brands

Christmas

- ❖ In year 1 we began our venture into Christmas trees - selling 60
- ❖ This has grown into a 4 week Christmas market selling trees, nursery grown Poinsettias, Cyclamen and Hellebores, decorations & gifts
- ❖ 2021 saw us sell 1820 trees!



Other Events

- ❖ Regular seasonal events now happen throughout the year
- ❖ A Spring Farmers Market
- ❖ Bedding Bonanza
- ❖ Autumn 'Grow Your Own'



The Figures

Year 1 - £39,000

Year 2 - £89,000

Year 3 - £112,000

Year 4 - £142,000

Year 5 - £149,000

Year 6 - £346,000



The Future

- ❖ Create more sales space
- ❖ Create a café with seating utilising our tropical house to increase dwell time
- ❖ Refurbish old potting sheds to create an exhibition/demonstration area
- ❖ Restoration of the old kitchen garden



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