



Homepage

Small Plants. Big Impact.

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Small Plants. Big Impact.

Ready This Week

- Tomatoes
- Herbs
- Hanging basket plants

Willow's Garden Tips

- Water ze tomatoes
- Because it's sunny

Growing Pains

- Common mistakes
- Friendly fixes





Our Plants

Homegrown edible plants for local collection.

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Page Content

- Tomatoes, cherry tomatoes, plum tomatoes
- Cucumbers, peppers, herbs and seasonal produce
- Each product links to growing guides, recipes and Growing Pains
- Cash-only / collection-only reminder

CTA / CMS

- Editable in CMS
- SEO-friendly
- Mobile responsive
- Willow tone where relevant

Visual Style

- Cream background
- Deep green
- Real photos
- Rustic cards



Garden & Patio Plants

Flowers, baskets and seasonal colour.

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Page Content

- Hanging basket plants, bedding plants, patio colour
- Pollinator-friendly flowers
- Seasonal availability cards
- Advice for watering, feeding and deadheading

CTA / CMS

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Ready This Week

Live availability board.

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Page Content

- CMS-managed availability status
- Available / low / coming soon / sold
- Collection only from Laughton
- Cash donation box and change box notes

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Growing Guides

Friendly care guides for beginners.

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Page Content

- Vegetables, herbs, flowers and baskets
- Printable plant care cards
- QR-code friendly guide links
- Willow tip boxes throughout

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Growing Pains

Common mistakes and how to fix them.

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Page Content

- Tomato overwatering and side-shoot mistakes
- Basil wilting, cucumber bitterness, pepper ripening
- Hanging basket watering mistakes
- Non-judgemental, reassuring tone

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Recipes

Simple ways to enjoy homegrown produce.

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Page Content

- Tomato bruschetta, pasta sauce, herb butter
- Seasonal cards with printable recipes
- Willow recommends recipe feature

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Willow's Garden Tips

Willow, The Golden Gardener.

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Page Content

- Premium video series hub
- Soft, quiet Willow voice with occasional French phrases
- Signature phrase: because it's sunny
- Weather tips, watering reminders and garden humour

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Meet Willow

The official Golden Gardener.

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Page Content

- Real Willow photography
- Character profile and favourite phrases
- Links to videos, tips and social posts

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FAQ

Clear answers before people visit.

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Page Content

- Cash only
- Donation box on drive pillar
- Change box on cart
- Return unwanted pots and labels

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Donate & Support

Help us grow something good.

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Page Content

- Individuals can donate spare plants, pots, labels, seeds
- Garden centres can donate surplus stock, compost or materials
- Additional donations welcome
- Supports dementia research and local community causes

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Community & Supporters

Local contacts, growers and supporters.

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Page Content

- Local growers with plants for sale
- Expertise and advice contacts
- Businesses supporting Little Green Cart
- Supporters wall and thank-you features

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Events

Future fundraising events.

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Page Content

- Watch This Space banner
- Plant sales, open garden, workshops
- Event booking / register interest

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Contact & Visit

Find us in Laughton.

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Page Content

- 1 Scotter Road, Laughton, Gainsborough, DN21 3PT
- Open most days 9am-8pm
- Message ahead if making a special journey
- Collection only

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Newsletter / Email Club

GDPR-compliant list management.

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- Signup forms and segmentation
- Willow's Garden Club
- Gardening tips, availability, events, fundraising updates
- Unsubscribe and data management

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Merchandise

Logo and Willow product range.

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- T-shirts, mugs, water bottles, bookmarks
- Sublimation-ready light garment designs
- Willow quotes and logo-only range

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CMS Dashboard

Squarespace-style admin workspace.

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- Ready This Week management
- Blog and email marketing
- FAQ, supporters, donations, Willow videos
- Clear comments in all code for maintenance

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Facebook Page

The Little Green Cart social launch.

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Page Content

- Cover image, profile logo, About copy
- First month of posts
- Beginner setup instructions
- Willow reels and donation appeals

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Google Business Profile

Local search visibility.

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Page Content

- Category: Garden Center / Plant Nursery
- Opening hours, photos, products
- Review request workflow
- Local SEO setup

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