

NOTCUTTS GARDEN CENTRES

TRANSFORMING RETAIL & RESTAURANT EXPERIENCES WITH DIGITAL SIGNAGE

How 21st Century AV Helped Notcutts Digitise Content Delivery Across 18 Garden Centres



For Notcutts, a family-owned garden centre group with over a century of history, customer experience and operational excellence have always been at the heart of their brand. But in a fast-changing retail environment, they needed a smarter, more efficient way to manage in-store promotions, café menus, and seasonal offers across 18 locations.

Their vision was clear: create a unified, centrally controlled digital signage network that would eliminate manual updates, reduce operational costs, and deliver dynamic content that enhances the shopping experience.

That's where 21st Century AV came in.



The Challenge

Notcutts was originally managing promotions and Point-Of-Sale (POS) content using 10" screens and printed posters — updated via USB at each store. This process was time-consuming, inconsistent, and costly. Coordinating updates across multiple departments and locations required significant effort, and there was no easy way to respond to real-time marketing needs.

Key challenges included:

- Lack of remote access and control
- Days wasted on printing, shipping, and installing posters
- Inconsistent visual presentation across sites
- Limited screen size and poor visibility
- No centralised system for menu boards or outdoor promotions

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Quick Project Snapshot

Client: Notcutts

Duration: On-Going

Sector: Retail

Location: Various UK Sites

Solution Type:

Digital Signage for Retail, Restaurants, and Outdoor Displays

Key Technologies Used:

SignageLive, System-on-Chip (SoC) Displays – LG, Samsung, Sony



The Solution

21st Century AV partnered with Notcutts to design and implement a phased, scalable solution that would meet the needs of their retail, restaurant, and outdoor environments.

Platform & Display Technology

- SignageLive was chosen for its flexibility and centralised content management.
- All screens deployed featured System-on-Chip (SoC) technology, capable of running content without additional media players.
- Displays from LG, Samsung, and Sony were selected to match specific store environments.

Phased Rollout

- The rollout began with Nottingham and Cambridge HQ, followed by one store every 3 to 6 months.
- Installation was completed at all 18 locations, including the integration of signage in restaurants, retail POS, and outdoor kiosks.

Project Highlights

18 sites upgraded across retail, restaurant, and outdoor environments

30% lift in sales promotions following initial rollout

Improved customer experience, with clearer wayfinding and faster food selection in cafés

Training & Support

- Full user and system training provided to the internal marketing team.
- Ongoing upgrades and renewals handled by 21st Century AV as Notcutts' preferred AV partner since 2016.

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The Result

The digital signage solution has transformed how Notcutts communicates with customers across its stores and cafés. The marketing team can now deploy real-time promotions, pricing updates, and seasonal messaging across the entire network – all from their head office.

The impact has been significant:

- 30% increase in sales promotions during the first month of use
- Elimination of manual poster distribution, saving days per update cycle
- Improved customer experience, with clearer wayfinding and faster food selection in cafés

Customer feedback has been overwhelmingly positive, with many praising the visibility and clarity of the new displays. The system now forms an integral part of Notcutts' in-store experience.



"This project has completely changed how we communicate with customers. The marketing team can now roll out campaigns instantly, and the feedback from staff and shoppers has been fantastic. 21st Century AV helped us future-proof our stores without disruption."

Marketing Lead, Notcutts Garden Centres



Looking Ahead

Notcutts continues to work with 21st Century AV on upgrades and renewals across their network – ensuring their AV infrastructure evolves with customer expectations while maintaining the brand's commitment to quality and care.

Digitally Transform Your Retail Space with 21st Century AV

From interactive POS to smart menu boards, we help retailers create connected, high-impact environments that engage customers and streamline operations.

We offer:

- AV Design and Consultancy
- AV Installation and Integration
- Indoor and Outdoor Digital Signage Solutions
- Ongoing Support and Maintenance Services

Whether you're upgrading a single retail space or a chain of spaces across the UK, we'll tailor the right solution to fit your needs.

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