

2021 Retail Calendar

Planning your year to help customers



2020 was a challenging year for many retail businesses as COVID-19 lockdowns effectively closed many shops on the high street through key trading periods. Meanwhile, customers turned to online retail, shopping from home putting pressure on many retailers to adapt their businesses to continue to trade throughout the pandemic.

While COVID-19 is still a threat, let's hope that 2021 can finally bring some stability and prosperity to the retail sector. For 2021 we have identified some of the key national days, annual events, holidays and other major events that can help you promote or grow your business whether you are trading on the high street or online.

January



Dry January

A month long observance to help people lead a healthier lifestyle by encouraging them to give up alcohol throughout the month..



1

New Year's Day

The start of a new year, where we can hopefully put 2020 behind us!

18

Blue Monday

Known as the most depressing day of the year. Customers might be ready for some retail therapy!

31

Tax Return

Remember to get your tax return for 2020 in by midnight tonight!

25

Burns Night

Celebrate the famous Scottish poet, Robbie Burns, and your Scottish customers with Scottish themed decorations.

February



12

Chinese New Year

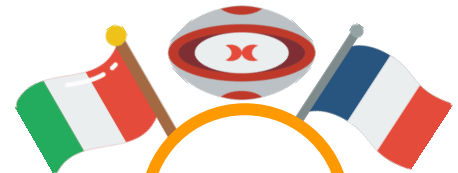
Celebrate your Chinese community with decorations and offers on Chinese themed products for the year of the Ox.



7

Super Bowl LV

The 55th edition of the biggest sporting event in the USA. Give your store a USA theme



6

Six Nations

Europe's top international rugby tournament kicks off with Italy vs France. Display your favourite team's colours in store!



14

Valentine's Day

Promote offers on cards, chocolate and other romantic gifts on this lucrative retail event.



16

Shrove Tuesday

Can you tempt customers into your store with free pancakes? Cafes can also add pancakes to the specials menu.

March



1

St David's Day

Celebrate the Patron Saint of Wales with dragon or daffodil decorations.



4

World Book Day

Engage with customers by talking about books, either on social media or in store.



8

International Women's Day

Celebrate and recognise the influential women at your business with a drinks reception.



19

Red Nose Day

Wear red, share jokes and encourage customers to raise money for a worthy cause.



17

St. Patrick's Day

Celebrate the Patron Saint of Ireland by kitting your store or social media out with a green theme.



14

Mothering Sunday

Celebrate mothers around the UK by creating special decorations for your store or your online platforms.



20

Spring Equinox

The end of Winter! Use offers to encourage customers to get outside as the weather improves.



28

Daylight Saving Time

Clocks go forward at 1am today. Remind your customers on social media!

April



6

New Tax Year

The new tax year starts today, and will run until midnight on 5th April 2022.



4

Easter Sunday

Hide easter eggs throughout your store and maybe offer a prize for bringing it to you.



1

April Fool's Day

Share jokes and pranks with customers either in store or on your social media.



7

World Health Day

Focus on all the things that lead to a healthier lifestyle. Encourage your customers to cut down on alcohol, quit smoking and eat healthier.



21

Queen's Birthday

Put on a royal display for the Queen's actual birthday. Ask customers what they think she got on social media.

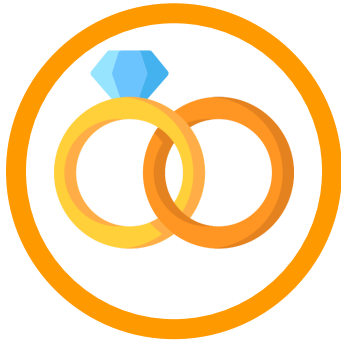


23

St George's Day

Give away English themed products, food and drinks to celebrate the Patron Saint of England.

May



Wedding Season

Many couples prefer to wait until these warmer months to hold their wedding. Keep an eye out for any opportunities to help couples with their weddings.



Mental Health Awareness Month

Focus on positive mental health this month. Let your staff and customers know how important it is to look after mental health.

3



May Day Bank Holiday

Give your store a spring theme and promote offers that families can enjoy outdoors.

4



Star Wars Day

May the Fourth be with you! Engage with Star Wars fans online and talk like Yoda on social media!

7



World Password Day

Dedicate this day to your online safety, reminding your customers and staff of cyber security

31



Spring Bank Holiday

Enjoy a second bank holiday in the same month and give your customers more fantastic offers.

18



Eurovision

The Eurovision Song Contest will be back in Rotterdam following the 2020 cancellation.



Festival Season

Throughout June, July and August, the large UK festivals like Glastonbury, Download and Reading and Leeds take place. Be prepared to offer customers the festival essentials.



Pride Month

Celebrate your local LGBT+ community by displaying pride flags in your windows. You could also consider sponsoring a local pride parade.

21

Summer Solstice

The longest day of the year. Encourage your customers to make the most of the sunlight.

20

Father's Day

Celebrate the dads of the UK by creating offers on presents for dads. Theme your shop and online platforms too.

4

National Fish & Chips Day

To celebrate one of the UK's favourite dishes, promote offers on fish or potato products.

26

Armed Forces Day

Support the Armed Forces with charity donations to veterans associations and theme your store and social media.

27

Glastonbury Festival

Following the COVID-19 related cancellation in 2020, Glasto will be back for its 50th anniversary in 2021.

28

Wimbledon

Offer free strawberries and cream to customers to celebrate one of the world's most prestigious tennis competition.

July



Independent retailer month

July is the month to celebrate independent retailers in the UK. Use this to encourage customers to shop with you rather than the large chains.



7

International Chocolate Day

Sweeten the deal for customers by offering discounts and offers on chocolate products.



11

Euro 2020 Final

The competition postponed from last year will finish today at Wembley Stadium. Theme your store in your team's colours



23

Summer Olympics

Another event postponed last year due to COVID-19. Support your country with team colours around your store.



20

School's Out

The school holidays will start for most schools around 20th July. Get prepared for more customers to your business.

August



24

Paralympic Games

Support Team GB during the paralympic games. The event was also postponed due to COVID-19.



19

World Photo Day

Use social media to post images of your shop and bestselling products and ask customers to share images of the products they've bought from you.



6

Edinburgh Fringe

Providing COVID-19 is no longer a threat, Scottish businesses should benefit from the extra tourism.



26

National Burger Day

Arrange a discount for burgers if you sell them. Start conversations about burgers on social media about favourite flavours and fillings.



30

Summer Bank Holiday

Engage with customers on their Bank Holiday plans. Use offers to promote family oriented products too.

September



1

Back to School

Promote offers on Back to School equipment to get school children ready for their new year.



12

Great North Run

Another of the UK's most famous running events taking place in Newcastle-Upon-Tyne



28

National Fitness Day

Encourage customers to get fit on National Fitness Day by promoting offers on products that they can use to exercise.



22

Autumn Equinox

Decorate your store with autumn colours, such as orange and yellow, to prepare customers for the colder months.



18

Oktoberfest

The biggest beer festival in the world starts in Munich, Germany today. Offer discounts on beer to help customers celebrate.

October



Stoptober

Visit the NHS Stoptober website to see the positive effect that stopping smoking can have on your life. Promote offers on products that can help customers stop smoking throughout October and beyond..



World Animal Day

Plan a fundraiser at your business to help raise money for charities that care for animals.



World Vegetarian Day

Help customers lead a healthier lifestyle with offers on vegetarian or vegan products.



Halloween

Decorate your store to celebrate Halloween and theme your social media. You could also offer discounts to those who shop in fancy dress.



Clocks go back

Post on your social media to remind your audience they are getting an extra hour

November



Movember

Encourage staff, customers, friends and family to grow a moustache throughout November to help raise awareness and funds for mens' health charities.



5

Bonfire Night

Sponsor a local display or take along free samples of your products. Use offers to help keep customers fed and warm.



14

Remembrance Sunday

Sell poppies at your business to raise money for military charities. Theme your social media with poppies to show your support.



30

St. Andrew's Day

Celebrate the Patron Saint of Scotland with Scottish flags or tartan decorations



29

Cyber Monday

Recent years have shown that Cyber Monday has been more lucrative than Black Friday. Can your online store benefit?



26

Black Friday

Black Friday deals have been known to offer as much as 60% off. Can you give your customers massive savings?

December



Christmas Party Season

In the lead up to Christmas, people will be spending money getting ready for their Christmas parties. Can you help customers by stocking up on clothes, decorations, food or drinks?



21

Winter Solstice

Remind customers to buy products to keep themselves warm on the shortest day of the year.



14

Christmas Jumper Day

Raise money for charity on Christmas Jumper Day and share images of staff and customers on social media.



5

Small Business Saturday

Get involved in the campaign to encourage customers to shop local in the run up to Christmas.



25

Christmas Day

Make sure that your customers know your opening times around the Christmas period. Wish customers a Merry Christmas on social media.



26

Boxing Day

A great opportunity to get rid of the seasonal stock that you have left. Promote huge sales for customers.

31

New Year's Eve

Promote products to help customers with their new year resolutions, such as fitness, healthy eating or quitting smoking.

2022

February

Beijing Winter Games



Queen's Platinum Jubilee



July

Commonwealth Games

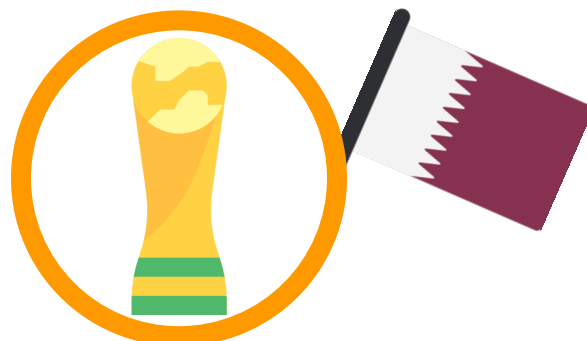


UEFA Women's Euro 2022



November

FIFA Men's World Cup



Premierline

BUSINESS INSURANCE BROKER

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