



25 April 2023

Grow your knowledge with British Garden Centres for National Gardening Week

National Gardening Week this year is from 1st - 7th of May and it is the nation's biggest celebration of gardening. Launched by the Royal Horticultural Society, the week aims to raise awareness of the difference gardening can make to the lives of everyone in the UK, boosting our mental and physical health as well as greening our planet. British Garden Centres has some ideas to help you blossom in your great outdoors .

The theme for National Gardening Week for 2023 is the Coronation to celebrate King Charles III and his love of horticulture. With people invited to produce jubilant planting schemes to mark the beginning of his reign, British Garden Centres will have an active presence on social media with informative videos, 'how to' reels and influencer collaborations to nurture interest in this popular pastime and to inspire new gardeners. There will also be an exclusive giveaway every day on our Facebook and Instagram channels during the week so keep your eyes peeled.

Our Content Creator, Eve, will highlight the benefits of gardening, show you how to plant a patriotic Coronation container and advise on what is best to plant to bring bees and other pollinating insects to your outdoor space. There will also be posts on busting the top three garden myths, gardening jobs for the Coronation weekend and tips for beginner gardeners that cannot afford to be missed.

British Garden Centres will also be collaborating with influencers to create video content to share with followers across Facebook, TikTok and Instagram. Names include @allotmentcooks, @my_little_allotment, @rachels.allotment, @imtomcoleman, @viewfromthepottingbench and @emjorealdavis.

We also asked members of the British Garden Centres why we garden and what it means to them. A member of the **Wolseley Bridge** plant team, **Clare Wood**, said: "Gardening is my lifeline. It brings joy, serenity and beauty to my life when everything else seems dark and chaotic."

British Garden Centres' PR Officer, **Cassie King**, said: "Being in my garden makes me calm and always improves my mood. I will never get tired of the buzz I get when I see a young seed germinate and it is so rewarding to nurture plants and watch them flourish and grow." **Rory Stammers**, Stanway Garden Centre's Horticulture Manager said: "I



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enjoy gardening as a way to reinforce my relationship with nature. I provide her with nourishment and care; in return, she shows me beauty and calm.”

Richard Arkley, Plant Manager at Arcadia Garden Centre also spoke of his love of Britain’s favourite pastime.

“Gardening is probably the best hobby anyone could have; you can do as much or as little as when you want and yet you get to see such fantastic rewards whether it is growing the tastiest veg or having that beautiful border the envy of all who pass. Working out in the fresh air and moving so many different muscles is great for the health but even better for the mind allowing you to immerse yourself in your hobby and feel fully refreshed. You can have a common ground to talk to others about your successes and occasional failures and gain their ideas and inspiration.

“Working in a fantastic garden centre allows me to meet some of the most pleasant people around looking for help and inspiration with their gardens and create the most beautiful displays to inspire customers into enjoying their garden to the fullest and to hear compliments regarding the difference we have made to customers gives such a mood lift.”

ENDS:

WORD COUNT: 577

Notes to Editors:

About the business:

British Garden Centres (BGC) is the UK’s largest family-owned garden centre group with 62 centres around the country. The group is owned and led by The Stubbs family, who also own and operate Woodthorpe Leisure Park in Lincolnshire.

BGC was launched in 1987 with the opening of Woodthorpe Garden Centre funded by brothers Charles and Robert Stubbs. Since 2018 it has expanded rapidly with the acquisition of 50 garden centres allowing it to grow from its heartland to the business it is now with 62 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham.

The group has a team of 2,700 colleagues working across the garden centres, restaurants, 2 growing nurseries, 4 distribution centres and Woodthorpe Leisure Park and Woody’s Restaurant & Bar.

Social Media

Facebook: British Garden Centres

Twitter: @BGCentres

Instagram: @BritishGardenCentres

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