

PRESS RELEASE: 8 February 2022



## **BBC Gardeners' World Autumn Fair to launch in September 2022**

Immediate Live, organisers of the 30-year strong BBC Gardeners' World Live and the BBC Gardeners' World Spring Fair, today announce details of the new BBC Gardeners' World Autumn Fair at Audley End House and Gardens and are delighted to be working closely with English Heritage.

The first ever Autumn Fair will be set in the stunning grounds of Audley End, in Essex, from 2 to 4 September 2022. The Fair will attract 15,000 visitors with the very best of autumn garden and plant inspiration. This year's launch event will feature experts including **Adam Frost** and **Joe Swift** on the **BBC Gardeners' World Magazine Stage** along with the magazine editors, **Plant Expert Tours** within Audley End's gardens, **Beautiful Borders**, APL (Association of Professional Landscapers) **Small Gardens** and more to be confirmed.

As with all BBC Gardeners' World events, the Fair will harness the synergy between gardening and food by incorporating a **BBC Good Food Market** presenting specialist and seasonal produce to taste and buy. Visitors will enjoy all this plus toe-tapping **live entertainment** from the bandstand hosted by BBC TV presenter **Chris Bavin** and mouth-watering delights from a hand-picked selection of independent **street food** vendors.

Amplifying the value of this great day out, tickets to the Autumn event include access to the **Audley End House, grounds and gardens**.

# **BBC** **Gardeners'** **World** Events

The introduction of this new Autumn event comes at a significant time. **Rachel Poletti-Gadd**, Portfolio Director Gardening Division at Immediate Live, said *“After a very successful launch of our Spring Fair in Hampshire we are delighted to launch an Autumn Fair in the East of England. Set in another stronghold of BBC Gardeners’ World subscribers, the event will extend the opportunities for gardening enthusiasts to experience the BBC Gardeners’ World brand coming to life, plus a wealth of expertise and content for gardeners as they head into the autumn season.”* Rachel continues *“to launch the event in the BBCs 100<sup>th</sup> anniversary year feels very meaningful and, now with three events spanning offering gardening direction and inspiration in Spring, Summer and Autumn, we look forward to meeting more hands-on gardeners around the country this year than ever before.”*

The Autumn Fair completes a trio of BBC Gardeners’ World events in 2022.

The season starts with the **BBC Gardeners’ World Spring Fair** which returns to Beaulieu in the New Forest from **29 April to 1 May**. Now in its second year, the growing show highlights Spring garden inspiration from great plants to buy, garden inspiration, and topical tips from BBC Gardeners’ World Magazine and guests including **Adam Frost**, **Joe Swift** and **Matt Biggs**. Spring Fair headline partner Hillier will present a large garden feature, 121 advice and a retail area including their latest plant introductions.

The flagship **BBC Gardeners’ World Live** returns to Birmingham’s NEC from **16 – 19 June** for its 30<sup>th</sup> year as one of the nation’s most loved gardening shows. Amongst a wide range of garden and plant inspiration, new for 2022, **Frances Tophill** takes the reins as designer of the headline Show Garden, the Floral Marquee dives into the celebrations of 100 years of the BBC with a myriad of displays inspired by popular BBC programmes and visitors will be able to join new immersive Plant Expert tours. The **BBC Good Food Show Summer** returns alongside the gardening show, with wall-to-wall inspiration for cooking homegrown produce, summer entertaining and appearances from experts including **Dame Mary Berry**.

Find out more about the BBC Gardeners’ World events in 2022 at [bbcgardenersworldfair.com](https://bbcgardenersworldfair.com) and [bbcgardenersworldlive.com](https://bbcgardenersworldlive.com). To discuss exhibiting or sponsoring at one or more of the events, contact Emily Cloke on [emily.cloke@immediate.co.uk](mailto:emily.cloke@immediate.co.uk)



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NOTES TO EDITOR

**BBC Gardeners' World Spring Fair:** 29 April - 1 May 2022, Beaulieu, Hampshire.

**BBC Gardeners' World Live:** 16 – 19 June 2022, The NEC, Birmingham.

**BBC Gardeners' World Autumn Fair:** 2 – 4 September 2022, Audley End House & Garden, Essex.

Find out more and book tickets [www.bbcgardenersworldlive.com](http://www.bbcgardenersworldlive.com) / [www.bbcgardenersworldfair.com](http://www.bbcgardenersworldfair.com)

BBC Gardeners' World Autumn Fair website to go live in March, with tickets on sale from April 2022.

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Details correct at time of print.

In an event is postponed, cancelled or Immediate Live (the trading name of Upper Street Events Ltd & River Street Events Ltd) deem it unsafe to run the event in light of UK Government and Public Health England guidelines regarding Covid-19, visitors will be contacted directly with regards to transferring their booking to a future date or requesting a refund. Refunds exclude the transaction fee.

BBC Gardeners' World Spring Fair licenced by BBC Studios.

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