

15 – 18 June 2023 Birmingham NEC

PRESS RELEASE: 26 May 2023



Spectacular show garden to fly the flag for Suffolk at BBC Gardeners' World Live in June

A spectacular edible show garden will be flying the flag for Suffolk at BBC Gardeners' World Live at the NEC Birmingham next month (15-18 June).

Holton St. Mary based Lucy Hutchings, a couture jewellery designer turned edible garden designer, homesteader and gardening influencer (@shegrowsveg, <u>www.shegrowsveg.com</u>), will be inspiring visitors to grow their own food with a veg-packed show garden called The Secret Homestead. With a dramatic black and white colour scheme featuring vivid coral and pink accents, this is no ordinary kitchen garden. At first sight, the garden's borders appear purely ornamental with drifts of flowers and sculptural foliage. However, every plant in the garden is edible, from dahlia, canna and colocasia root crops, to zesty oxalis. On closer inspection, some conventional vegetables can be found too, including heritage varieties (Lucy is an ambassador for the Heritage Seed Library), but all in their most decorative forms, like flowering kale, candy-striped corn, vivid pink chard and celery, midnight black sunflowers and black tomatoes.

Lucy is passionate about getting Britain growing, and shares her skills at the sustainable gardening school she runs at Cedarwood Homestead where she has grown almost all the plants for her BBC Gardeners'

World Live show garden from seed. A weekly Instagram video diary is following the plants' and show garden's progress in the run up to the show's opening day.

Just as The Secret Homestead show garden's plants are dual-purpose, so too are the garden's decorative elements. Sculptures double as insect habitats and mushroom gardens, and a hand painted door reveals a root cellar. This alternative vegetable garden will be as beautiful as it is delicious, and will be the setting for the 'We Grow' Stage, featuring daily talks by Lucy and a line-up of leading 'grow your own' experts that includes Chris Collins from Garden Organic, the mushroom growing Caley Brothers, 'No Dig' gardener and writer, Stephanie Hafferty, award-winning container gardener Jason Williams (@CloudGardenerUK) and many more.

Lucy Hutchings says: "There has never been a better time for people to embrace growing food. It is a real step in the right direction of a more sustainable life, reducing food miles, single use plastics and dependence on intensive farming. It also increases food security in a time of soaring food prices. All that before you consider the myriad mental and physical health benefits. I think it's time that GYO got a makeover to appeal to a new audience who enjoy learning through knowledge sharing and personal experience on social media. After all, only good can come from more people growing plants and I want to give people the confidence to roll up their sleeves and create their own dream food garden."

Rachel Poletti-Gadd, Portfolio Director - Gardening Division at Immediate Live, organisers of BBC Gardeners' World events, said: "The show gardens at BBC Gardeners' World Live are always a sight to behold, with stunning new creations by leading designers and landscaping teams each year. We can't wait for visitors to enjoy Lucy Hutchings' exciting edible Secret Homestead design, to gain new knowledge and a fresh take on food growing at the We Grow stage, and to take inspiration from the whole experience back to their gardens at home."

BBC Gardeners' World Live is a four-day extravaganza of garden inspiration, achievable take-home ideas and wonderful plants. Visitors can enjoy impressive Show Gardens, Beautiful Borders, competition gardens, and displays by specialist plant growers and nurseries in the Floral Marquee. The crème de la crème of gardening experts will be on stage at the BBC Gardeners' World Live Theatre, with Monty Don, Adam Frost, Carol Klein, Frances Tophill and Alan Titchmarsh in conversation with Nicki Chapman, and sharing practical advice with the BBC *Gardeners' World* Magazine editors.

There are plant and garden shopping opportunities galore, garden kit tips at the Tool Shed demonstration area, and one-to-one gardening advice from plant experts and specialists at the Let's Talk Plants Stage. New for 2023 is Hot Off the Potting Bench, a feature display of new plants and varieties, all vying to win the new Peter Seabrook Award for Best New Plant at BBC Gardeners' World Live. At the House Plant Hub, indoor gardening experts, Ellen Mary, Joe Bagley and friends will be sharing their secrets for happy, healthy house plants.

Tickets for BBC Gardeners' World Live at the NEC Birmingham (15-18 June) are on sale now at <u>www.bbcgardenersworldlive.com</u>, transaction fee applies. Tickets include entry to the BBC Good Food Show Summer which features demonstrations, workshops and interviews with culinary stars including James Martin, Nadiya Hussain, Michel Roux and Ainsley Harriott, plus street food, and delicious food and drink to taste and buy.

ENDS

Notes to editors:

For further information, interviews or pictures, please contact: Julie Parmenter at Brampton PR, e: jparmenter@hotmail.co.uk, tel: 07775 715936

Press accreditation is open. To apply for a pass and for more information on the show, please click here

BBC Gardeners' World Live, 15 – 18 June NEC Birmingham | bbcgardenersworldlive.com. Event contact: <u>ssr@immediate.co.uk.</u>

Details correct at time of print. BBC Gardeners' World Live is organised and presented by Immediate Live (the trading name of River Street Events Ltd). The Gardeners' World logo is a trademark of BBC. © BBC.

Thursday 16 June	9am – 6pm
Friday 17 June	9am – 6pm
Saturday 18 June	9am – 6pm
Sunday 19 June	9am – 5pm
Co-located with the BBC Good Food Show Summer.	

Book tickets: bbcgardenersworldlive.com

Information correct at time of writing

With thanks to:



Marshalls, Hedges Direct and Rolawn are all garden product suppliers, with Marshalls supplying products from their domestic range, Hedges Direct providing quality hedging and Rolawn supplying their turf.