



Sell-out success at BBC Gardeners' World's first ever Spring Fair

Thousands of keen gardeners headed to the brand-new **BBC Gardeners' World Spring Fair** last bank holiday weekend. The beautiful grounds of Beaulieu in Hampshire were the stunning backdrop to the latest event from Immediate Live, which was officially opened on Friday 28 May by Beaulieu's Lord Montagu with BBC Gardeners' World Magazine editors Lucy Hall and Kevin Smith. The Fair ran until Sunday 30 May and was a sell-out success.

The Beautiful Borders and Small Spaces brimmed with inspirational planting ideas and were enjoyed by visitors and the Garden Assessors alike. Local Beaulieu garden centre **Fairweather's** was awarded the accolade of Best Border for their recreation of 'Patrick's Patch', the plot which supplies their café with fresh homegrown produce. Hampshire-based **Longstock Park Landscapes** team taking home the Best Small Space award for their design that embodied their ethos of reuse and recycle.

Additional Borders, including a woodland edge Border by Maggie's of Southampton with **Sparsholt College**, and a Small Space by **Rolawn** with **The APL**, captured the essence of spring and gave plenty of design ideas to recreate at home.



An advice-packed schedule on the What To Do Now Stage saw special guests including *Gardeners' World* presenters **Adam Frost** and **Arit Anderson** join the *BBC Gardeners' World* Magazine editors. The advice didn't stop there as a bountiful **Allotment feature**, created by master growers Jon Wheatley and Terry Porter, was staffed by the Hampshire branch of the National Vegetable Society, with their veteran experts sharing top tips all day long.

The **Hillier Experience** garden feature was pride of place in the heart of the show and took visitors on a floral journey from dawn to dusk, culminating in the twinkling lights and heady scents of the evening garden and the relaxing ambience of the night garden. Hillier experts were on hand at the garden, answering gardening queries 1-to-1.

To celebrate the brand-new Spring Fair, Hillier introduced two brand new plants - the striking new glossy red plant, **Cercis x canadensis 'Eternal Flame'** and the **Deutzia x 'Cherry Dream'**, to much excitement from visitors and the industry. Hillier Chairman Robert Hillier, OBE VMH, attended the Fair on Sunday as part of the celebrations of the new Spring Fair.

Nurseries and gardening exhibitors did a roaring trade, and the food producers in the pop-up **BBC Good Food Market** also went down a storm. Visitors enjoyed the dulcet tones of the Polka Dots and Adam Christopher-Rhys from the Jersey Guys, on the bandstand sponsored by Vodafone.

Managing Director for *BBC Gardeners' World* events, **Rachel Poletti-Gadd** said: "It was an absolute joy to host our first event in over a year. To see so many smiling faces enjoying the flowers, food and glorious setting, is what it's all about.

Rachel continued "Our visitors seemed keener than ever to learn more about how to enhance their outdoor space and our *Gardeners' World* experts and presenters loved sharing their passion and knowledge with them."

BBC Gardeners' World presenter **Arit Anderson** said of the new Fair: "The atmosphere here has been so lovely and relaxed. It's a boutique Fair, with everything easily accessible including all the wonderful plant stands to shop from."

Arit follows, "I've been on the What To Do Now Stage and it's been really fun talking to the audience, giving them top tips and techniques, and nice to get questions and answers going back and forth – everyone's learning."

Next stop for the team is *BBC Gardeners' World Live Special Edition*, taking place at The NEC from 26 – 29 August. Please visit bcgardenersworldfair.com for details.

For images of the Spring Fair please download [HERE](#)

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NOTES TO EDITOR



Find out more at bbcgardenersworldfair.com.

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Press Accreditation for BBC Gardeners' World Live Special Edition: Please visit [HERE](#)

NB: Please note that press passes are limited, and applications must be made by **15 August**.

With thanks to:



Rolawn®



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About Hillier:

“To inspire the creation of green living spaces for now and the future”

The company was founded in 1864 by Edwin Hillier and remains a family-run nursery with the fifth generation now actively involved in the family business as it continues to grow. The company employs over 700 staff across its wholesale nursery, amenity trees and 18 Garden Centres and grows over one million plants a year. It is the largest tree grower in the UK.

Hillier is the most successful exhibitor in the history of the RHS Chelsea Flower Show, having been awarded 74 consecutive gold medals.

Over the years, Hillier has been responsible for numerous plant introductions, many of which have become essentials in British gardens and it continues with the tradition of innovation and the introduction of new garden plants in the present day.