



Press release March 2021

For immediate release

## **BBC Gardeners' World Spring Fair announces partnership with Hillier**

**The organisers of the new BBC Gardeners' World Spring Fair have today announced a collaboration with Hillier Nurseries. The Spring Fair, taking place in the grounds of Beaulieu in Hampshire from Friday 28 to Sunday 30 May 2021, will feature the all-new Hillier Experience, where visitors will discover a trio of Hillier inspiration, advice and retail as part of their day out.**

The Hillier Experience has been designed by the award-winning in-house team at Hillier. Visitors will be able to walk around the stunning feature, which will be overflowing with spring garden ideas and planting combinations. There will also be the opportunity to speak to experts from Hillier who will be on hand to share one-to-one advice. The retail area of the Experience will allow inspiration to become reality, with a selection of plants grown by Hillier on their Hampshire nurseries available to purchase.

The Fair organisers are delighted that Hillier plan to launch two stunning new plants at the Spring fair. This will give visitors an incredible opportunity to see and buy the very latest additions to the market.

Chris Francis, Wholesale and Retail Director of Hillier, said *"We are excited to be headline partner of the new BBC Gardeners' World Spring Fair in Beaulieu. Hillier is a Hampshire-based company, with several Garden Centres located in the county along with our nurseries, so it is a perfect location. BBC Gardeners' World Live has a great reputation for bringing inspiration to the home gardener, which is part of the Hillier ethos too. We are looking forward to meeting many gardeners over the weekend, showcasing our Hillier Experience display and sharing our expert advice so they can get even more enjoyment from their own gardens."*

Horticultural Director of BBC Gardeners' World Fair, Bob Sweet, said, *"We are totally delighted to be announcing this partnership. The Hillier name is synonymous with quality horticulture, and the Hillier Experience positions their expertise at the heart of the Fair, with a great appeal to the dedicated gardener."* Bob continues, *"At our flagship event, BBC Gardeners' World Live, we are renowned for visitor interaction and practical ideas and shopping for the garden. The Fair will also offer inspiration, practical knowledge and plenty to buy and take home. We look forward to delivering three fantastic days out at Beaulieu in May."*

The Spring Fair will also present high-quality nurseries with displays and plants for sale, an inspirational collection of Beautiful Borders, gardening exhibitors, the BBC *Gardeners' World* Magazine Editors' What To Do Now Stage, a BBC Good Food Market and bandstand hosted by Chris Bavin of BBC2s *Britain in Bloom*.

As gardening becomes increasingly popular and positively contributes to our wellbeing in this uncertain climate, the new outdoor BBC Gardeners' World Fair, which runs in addition to the flagship BBC Gardeners' World Live, offers up a chance for more gardeners to experience the *Gardeners' World* brand coming to life. Amplifying the value of this great day out, tickets to the Spring Fair include access to the stunning Beaulieu grounds and gardens.

Find out more at [BBCGardenersWorldFair.com](http://BBCGardenersWorldFair.com)

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#### Notes to the editor:

**The BBC Gardeners' World Spring Fair takes place from Friday 28 – Sunday 30 May 2021 at Beaulieu, New Forest, Hampshire. Find out more at [bbcgardenersworldfair.com](http://bbcgardenersworldfair.com).** Further details about the new BBC Gardeners' World Autumn Fair to be made available soon. Further details via [sarah.sandys-renton@riverstreetevents.co.uk](mailto:sarah.sandys-renton@riverstreetevents.co.uk) (07500 762 168). Details correct at time of print.

In the event that either BBC Gardeners' World Fair is postponed, cancelled or River Street Events and Immediate Media 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.

<https://www.bbcgardenersworldlive.com/spring-fair/keeping-you-safe-at-the-spring-fair>

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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.