

## A 'blagger's guide to gardening' launched to coincide with RHS Chelsea Flower Show

- 61% of Brits avoid gardening altogether because they deem plant care too complicated
- The Scotts Miracle-Gro® company release a free, must-have reference for non-gardeners needing to survive conversations at the RHS Chelsea Flower Show
- Infomercial-style parody film launched with comedian Ellie Taylor

The RHS Chelsea Flower Show is the cornerstone of the yearly horticulture calendar, attracting around 165,000 visitors each year and showcasing the UK's best gardening talent. But, it transpires many more of the British public are confused about how to care for a garden and feel too embarrassed to ask how best to tend to their lawn, plants and weeds.

One in 10 Brits told Scotts Miracle-Gro® they perceive gardening as an exclusive world for the very knowledgeable, a further quarter of consumers do not feel they have the lingo to discuss gardening or plants and 61% of Brits say they avoid gardening altogether because they deem plant care too complicated.

Launched ahead of Chelsea, as a response to the number of Brits who currently feel left out of the world of horticulture, the Scotts Miracle-Gro® company has created the *Extremely Busy and Important Person's Guide to Gardening*. Encouragingly, almost four fifths (79%) of the public do have a desire to learn more about gardening and this simplified, how-to guide responds to this demand.

The tongue-in-cheek 'blagger's guide' plays on the fact gardening terminology is often deemed complex and elitist. The helpful and amusing manual for the less-than-confident gardener allows them to 'talk the talk' with neighbours, friends and family at events. Users can learn appropriate phrases and even how to drop Latin terms into conversation with ease.

Designed as a parody of the best selling *Ladybird Books for Adults* and world-renowned range of gardening guides from famous author and botanist Dr DG Hessayon, the Guide, available as a free download at [www.lovethegarden.com](http://www.lovethegarden.com), breaks down garden care into three key simple-to-follow areas: lawns, plants and weeds.

Comedian and actress, Ellie Taylor of *BBC3's Snog, Married Avoid* fame, also brings the guide to life in a humorous infomercial-style film. It features an annoying neighbour and gardening-know-it-all character 'Ian' whose pastimes include trimming his lawn with nail scissors. Ellie's character is very much a 'hands off' gardener preferring to sip a chilled glass of wine and Google Tom Hardy from the comfort of her deck chair, relying on the Scotts Miracle-Gro range of products to do the hard work for her.

Ellie Taylor says: “Let’s be honest, most of us don’t want to get our hands dirty, but we do want a garden that looks lovely where we can sip prosecco. Get your mitts on an *Extremely Busy and Important Person’s Guide to Gardening* and you’ll soon be delighting your friends, embarrassing your enemies and striking the fear of God into your next door neighbours. It’s all about less gardening and more garden, darling.”

Joanna Weston from Scotts Miracle-Gro®, said: “Seeking to remove the perceived secrecy that many of the public feel surrounds gardening, *The Extremely Busy and Important Person’s Guide to Gardening* helps to break down complicated terms and showcases how straightforward and satisfying gardening can be in this easy-to-follow guide. Teamed with Scotts Miracle-Gro products previously gardening-shy consumers will be able to cut down on time and maximise enjoyment.”

Download a FREE *Extremely Busy and Important Person’s Guide to Gardening* via [www.lovethegarden.com/LittleGreenLies](http://www.lovethegarden.com/LittleGreenLies) and view the film starring Ellie Taylor via <https://www.youtube.com/user/LoveTheGarden>.

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#### **Notes to editors**

A survey of 2022 UK respondents was conducted by Censuswide between 06.04.17 and 11.04.17

#### **About The Scotts Miracle-Gro company**

Scotts Miracle-Gro® is the world’s largest marketer of branded consumer lawn and garden products. The company has grown to be an industry leader with offices and research facilities across the UK and US with business spanning Canada, Europe and Asia Pacific.

1. For more information, including images, mock-ups or samples, please email [ScottsUK@kindredagency.com](mailto:ScottsUK@kindredagency.com) with your request.
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