

Press release 26th June 2024

For immediate release

Blue Diamond Garden Centres and its brand, Fryer's Roses, are to launch a new and exclusive rose at this year's RHS Hampton Court Garden Festival –rosa 'Believe in Yourself' on behalf of the Stroke Association. They will also celebrate, with the National Trust, the success of their multi-award winning RHS Chelsea Show Garden.

From 2nd -7th July, Blue Diamond Garden Centres are exhibiting at RHS Hampton Garden Festival where they have two stands, one in the Floral Marquee in collaboration with the National Trust (Stand FM 163) and an exhibit in the Festival of Roses (FR 701), showcasing their own brand, Fryer's Roses.

We support

Stroke
Association

Rosa 'Believe in Yourself'



Breeder synonym Tan15641

Launched by Blue Diamond Garden Centres on behalf of the charity the Stroke Association, rosa 'Believe in Yourself' is a new and exclusive rose, bred by Rosen Tantau. This is a compact shrub

rose, to a height of approximately 50-80cms in height when fully grown, with open pollinator-friendly, highly fragrant blooms and is purple/pink in colour.

The Blue Diamond Group of Garden Centres of which Fryer's Roses is a part of, will donate £1 from every Believe in Yourself rose sold through their garden centres and through Fryer's online or by phone, to the Stroke Association (a charity registered in England and Wales (no 211015) and Scotland (no SC037789), operating as a charity across the UK.

Over 88,000 people survive a stroke every year in the UK, but surviving is just the start of a long and traumatic recovery journey. The Stroke Association is the only charity in the UK providing life-long support for all stroke survivors and their families.

The charity provides tailored support to tens of thousands of stroke survivors each year, funds vital scientific research, and campaigns to secure the best care for everyone affected by stroke. The Stroke Association is here to help survivors and their families find the strength and support they need to find their way back to life.

Saul Heselden, Head of Corporate Partnerships at the Stroke Association, said: "Mums, dads, grandparents, young people, even children – anyone can have a stroke, and its impact on lives at any age is traumatic. Every experience of stroke is different, and each journey of recovery is unique. We believe no survivor should have to face life after stroke without stroke support.

"Right now, the Stroke Association can only reach one-third of the survivors who most need support. We want to reach all those in need of our support, but we can only do this with the generosity of our donors and supporters like Blue Diamond Garden Centres. We're incredibly grateful they have chosen to launch the beautiful rosa 'Believe in Yourself' to support the Stroke Association and raise vital funds for people affected by stroke."

To find out more about this rose and other charities Blue Diamond Garden Centres supports please visit bluediamond.gg/charity-roses

Where to buy the roses from:

The new rose will be available to buy from **Stand FM 701** in the Festival of Roses marquee at the RHS Hampton Court Garden Festival, and online* at www.fryersroses.co.uk, whilst stocks last. Bare root roses can also be pre-ordered online for November onwards delivery*.

*Delivery charges may apply.

Please see Fryer's Roses website for details.

All Roses are potted in peat free compost and in kerbside recyclable pots



Blue Diamond Garden Centres and the National Trust were delighted to work with multi-award-winning garden design practice Ann-Marie Powell Gardens to create a 'People's Choice' award-winning Show Garden for this year's RHS Chelsea Flower Show. The Garden was also awarded the New RHS Children's Choice Award and a Silver-Gilt Medal.

'The Octavia Hill Garden by Blue Diamond with the National Trust' celebrated pioneering social reformer Octavia Hill (1838-1912), a founder of the National Trust, who believed that 'the healthy gift of air and the joy of plants and flowers' were vital in everyone's life.

At RHS Hampton Court Garden Festival, visitors to the show will be able to see a snapshot of the Show Garden from Chelsea, in the Floral Marquee, where Blue Diamond Garden Centres and the National Trust have an exhibit **(FM 163)**.

Alan Roper, Managing Director of Blue Diamond Garden Centres, said: *"For me, the People's Choice Award was the award I wanted to win the most because I feel the public voted for a true gardener's garden. A garden that is the most relatable and one that can truly inspire and according to Bernard, the Head Gardener at Bridgемere (1), "it is the only garden he would want to live in"!*

Visitors to the show will also be able to create the 'Chelsea Look' at home as Blue Diamond has curated a plant collection of plants that were in or inspired by The Octavia Hill Garden by Blue Diamond with the National Trust. The National Trust Chelsea Plant Collection by Blue Diamond is designed to enable people to create their own 'outdoor sitting room' and nature-friendly space, both of which were central themes to the Garden at RHS Chelsea Flower Show.

As part of Blue Diamond's commitment to sustainable production, all these plants are potted in peat-free compost and recyclable pots.



The National Trust Chelsea Plant Collection is also available to buy exclusively in all Blue Diamond Garden Centres, whilst stocks last.

'The Octavia Hill Garden by Blue Diamond with the National Trust' will be rebuilt in its entirety at Blue Diamond owned, Bridgemere Show Gardens⁽¹⁾ in Cheshire – an RHS Partner Garden. Work is due to commence late summer and will be unveiled to the public in late spring 2025. National Trust members will be able to visit Bridgemere Show Gardens for free in the first year of the Garden being open.



Please credit the photographs above to Joe Wainwright.

For all Press enquiries please contact; -

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About the Stroke Association

- Over 88,000 people survive a stroke every year in the UK, but surviving a stroke is just the start of a long and gruelling recovery journey.
- Mums, dads, grandparents, young people, even children – anyone can have a stroke, and its impact is traumatic.

- ❑ Brain damage, caused by a stroke, can leave survivors unable to move, see, speak or even swallow.
- ❑ The Stroke Association is the only charity in the UK providing life-long support for all stroke survivors and their families. We provide tailored support to tens of thousands of stroke survivors each year, fund vital scientific research, and campaign to secure the best care for everyone affected by stroke.
- ❑ Anyone affected by stroke can visit stroke.org.uk or call our dedicated Stroke Support Helpline on 0303 3033 100 for information, guidance or a chat when times are tough.
- ❑ You can follow us on [X](#), [Facebook](#), [Instagram](#), [TikTok](#) and [LinkedIn](#)

About Blue Diamond Garden Centres

Blue Diamond is a real Guernsey success story, owned and managed in the island, tracing its roots back to 1904 when it was founded as a grower and exporter of produce grown locally in Guernsey. Blue Diamond has grown to become the premier Garden Centre retail group in the UK and employs approximately 4,500 people at its head office and 44 garden centres across the UK & Channel Islands.

For more information on Blue Diamond, the 'Chelsea Look' collection and Rosa 'National Trust Beauty' visit: www.bluediamond.gg

About The National Trust looks after the greatest collection of historic gardens and garden plants under single ownership in Europe. It encompasses more than 500 years of history and a vast range of garden styles and fashions. With more than 220 gardens in its care, spanning everything from grand gardens with herbaceous borders to intimate garden rooms, and kitchen gardens, the National Trust brings a shared passion for gardening to this collaboration.

About Bridgemere Show Gardens (1)

The Bridgemere Show Gardens are owned by the Blue Diamond Garden Centre Group and are located within Bridgemere Garden Centre, one of the largest garden centres in Europe. The 6-acre (28,000 m²) gardens, dating from 1985, was designed to inspire amateur gardeners. It is composed of more than 15 separate gardens. The Bridgemere Show Gardens also includes recreations of gold and silver medal, award-winning gardens from the RHS Chelsea, Hampton Court and Tatton Park Flower Shows, the Garden Festivals in Hanley and Liverpool as well as the garden in which the 1994-1997 television series 'Gardener's Diary' was filmed.

For more information on Bridgemere Show Gardens visit <https://www.bridgemereshowgardens.co.uk>

About Ann-Marie Powell Gardens

Ann-Marie Powell's multi-award-winning garden design practice has seen outdoor spaces as places with exciting possibilities for over twenty years. Based in the U.K., her studio can't get enough of plants, bold colours and textural contrasts, creating garden habitats that invite an evolving ecology instead of the traditionally decorated garden. Sustainability is a fundamental value of our approach; she and her team strive to design naturally energetic and bold landscapes

to become havens for an abundance of insects and wildlife where our clients live in harmony, up close and personal with the natural world.

For more information on Ann-Marie Powell Gardens visit: www.ann-mariepowell.com

INTRODUCING THE

BELIEVE IN YOURSELF ROSE

The 'Believe In Yourself' Rose is launched by Fryer's Roses, part of the Blue Diamond Garden Centre Group, on behalf of the Stroke Association. This new, and exclusive, compact shrub rose bred by Rosen Tantau is 50-80cm in height when fully grown. It has open, pollinator-friendly, highly fragrant flowers and is purple/pink in colour.

£1 from each rose sold, either online or over the phone, through Blue Diamond Garden Centres and Fryer's Roses will be donated to the Stroke Association.

SCAN TO ORDER



BREEDER SYNONYM: TANI564I



Fryer's Roses

ALL FRYER'S ROSES ARE UK-GROWN
AT OUR BRIDGEMERE NURSERY IN CHESHIRE.
WE GROW THEM IN PEAT-FREE COMPOST
AND KERBSIDE RECYCLABLE POTS.



BLUE DIAMOND IS PROUD TO PARTNER WITH THE STROKE ASSOCIATION

The Stroke Association is the only charity in the UK providing lifelong support for all stroke survivors and their families. They provide tailored support to tens of thousands of stroke survivors each year, fund vital scientific research, and campaign to secure the best care and support for everyone affected by stroke.

They are there for stroke survivors and their loved ones, from the moment they enter the new and frightening post-stroke world, supporting them every step of the way as they find their strength and their way back to life.

It's only thanks to the generosity of our supporters and donors that they can provide vital support.

IN THE UK:

- STROKE STRIKES EVERY FIVE MINUTES.
- 100,000 PEOPLE HAVE A STROKE EVERY YEAR.
- THERE ARE 1.3 MILLION STROKE SURVIVORS.

For more information on stroke and the support available from the Stroke Association please visit www.stroke.org.uk or call the Stroke Support Helpline on 0303 3033 100.

We support

Stroke
Association

A CHARITY REGISTERED IN ENGLAND AND WALES, NUMBER 211015
AND SCOTLAND NUMBER SC037789,
OPERATING AS A CHARITY ACROSS THE UK

HOW TO ORDER: bare root roses can be pre-ordered now for delivery from November onwards. Limited numbers of potted roses are available to order for immediate delivery, while stocks last.

Visit www.fryersroses.co.uk or call 01270 360071



BLUE DIAMOND GARDEN CENTRE GROUP
 PO Box 350, St Peter Port, Guernsey GY1 3XA
www.bluediamond.gg



WEST MIDLANDS AND NORTH WEST

- 6. Bridgemere, Nantwich CW5 7QB
- 15. Evesham, Worcestershire WR11 4DS
- 17. Fryer's, Cheshire WA16 OSX
- 18. Grosvenor, Chester CH4 9EB
- 20. Hereford HR4 OSE
- 24. Melbicks, Birmingham B46 3HY
- 25. Mere Park, Shropshire TF10 9BY
- 29. Percy Thrower's, Shrewsbury SY2 6QW
- 37. Trentham, Staffordshire ST4 8JG
- 42. Worcester WR3 7SW

EAST MIDLANDS

- 43. Beckworth Emporium, Mears Ashby, Northamptonshire NN6 0DL
- 4. East Bridgford, Nottingham NG13 8LA
- 12. Chatsworth, Derbyshire DE4 2NX
- 13. Derby, Derbyshire DE21 5DB
- 23. Matlock, Derbyshire DE4 5FR

SOUTH WEST

- 1. 3 Shires, Gloucestershire GL18 1DL
- 3. Blackdown, Somerset TA21 9HY
- 7. Cadbury, Congresbury BS49 5AA
- 14. Endsleigh, Plymouth PL21 9JL
- 16. Fermoy's, Devon TQ12 5TN
- 44. Fosseyway, Stow Road, Moreton-in-Marsh GL56 0DS
- 26. Nailsworth GL6 0BS
- 28. Orchard Park, Dorset SP8 5JG
- 33. Sanders, Burnham-on-Sea TA9 4HU
- 36. Trelawney, Cornwall PL27 6JA
- 41. Wilton House, Wiltshire SP2 0BJ

WALES

- 9. Cardiff CF3 2WJ

CHANNEL ISLANDS

- 21. Le Friquet, Guernsey GY5 7SS
- 35. St Peter's, Jersey JE3 7BP

LONDON AND THE EAST

- 11. Chenies, Nr. Rickmansworth WD3 6EN
- 10. Coton Orchard, Cambridge CB23 7PJ
- 39. Van Hage, Ware, Hertfordshire SG12 9RP
- 19. Harlow, Essex CM17 9LD
- 22. Lower Morden, Morden SM4 4SJ
- 30. Peterborough, Lincolnshire PE1 4YZ
- 34. Springfields, Lincolnshire PE12 6ET

SOUTH EAST

- 2. Bicester OX25 2NY
- 5. Brambridge, Hampshire SO50 6HT
- 8. Canterbury Chartham, Canterbury CT4 7HF
- 27. Newbridge, West Sussex RH12 3LN
- 31. Rake, Hampshire GU33 7JH
- 32. Redfields, Hampshire GU52 0AB
- 38. Tunbridge Wells TN4 8HR
- 40. Weybridge, Surrey KT15 2BU

