

Local Garden Centre, Fresh @ Burcot near Bromsgrove is working with Peter Seabrook, gardening writer and journalist, to produce what promises to be one of the star attractions at BBC Gardeners' World Live at Birmingham's NEC, in June this year.

Neil Gow, one of the Directors at Fresh @ Burcot Garden Centre says "We are creating a vast pyramid of plants. 10 feet by 10 feet at the base, the pyramid will stand over 12 ft (4 meters) high and will contain 1,200 plants specially grown to be in perfect bloom for the event. The plant, Garvinea Sweet is a new one, and while it has been bred in Holland, it is being grown in the UK by 2 specialist nurseries for the display. Garvinea is very like the Gerbera flower that many people are familiar with from the florist shops and bunches of flowers they may give or receive, but Garvinea grow outdoors in your garden soil or in a pot. They are hardy and will stand the UK winters and produce blooms from spring right through until the first frost of autumn. Like the Gerberas, Garvinea comes in vibrant shades of pink through to red and yellows and oranges. It is a great plant to grow, even where space is limited and wonderful if you like to cut blooms to bring into your home"

This impressive display of Garvinea, the garden Gerbera, will take pride of place in the centre of the Floral Marquee. Visitors can explore and shop in the Floral Marquee whilst also being able to learn more about, and purchase, Garvinea - the first true garden Gerbera.

Visitors will be wowed by the impressive floral spectacle. With great weather tolerance, Garvinea provides uplifting colour from early spring until the first frost. This robust garden plants offers countless long-lasting large flowers and brings a garden to life with friendly pollinators including bees and butterflies.