



**Press release
May 2022**

**From Chelsea to Cumbria.
Dunelm to re-home mental wellbeing focused
Chelsea Flower Show Mind Garden to Barrow-in-Furness**



One of this year's RHS Chelsea Flower Show gardens, designed to create a space of calm and connection, encouraging all-important conversations about mental health, is set to be rehomed to Barrow-in-Furness, thanks to Dunelm.

The UK's leading homewares retailer is supporting the relocation of The Mind Garden, designed by award-winning garden designer Andy Sturgeon in partnership with charity Mind, from the Chelsea Flower Show (24-28 May) all the way up the M6 to Mind in Furness, Cumbria. This will involve transporting 10 fully grown Silver Birch trees, a series of sculptural walls, and oak curved benches, along with the other plantings from the garden.

Andy, an eight-time RHS Chelsea gold medal winner, personally chose to work with Mind this year because of the important role gardens have played as a refuge during difficult periods in

his own life. He hopes the re-homed garden will provide a similar source of comfort and connection for the local community in Barrow-in-Furness.

The Mind Garden move amplifies the positive benefits of gardening for mental wellbeing and the legacy it will provide for the local community in Barrow-in-Furness, who will be able to enjoy the Mind Garden for many years to come. Dunelm colleagues from the Barrow-in-Furness store will help install and maintain the garden throughout its transition.

The collaboration is part of Dunelm's ongoing work with charity partner Mind - the two organisations have worked together since 2021 to raise awareness and reduce the stigma often associated with mental health.

Dunelm is also supporting a number of other local Mind organisations, which deliver ecotherapy services, by providing them with gardening kit and accessories to help improve the outdoor space they already have. Local Dunelm store colleagues will be on hand to help by offering their time and expertise.

Nick Wilkinson, CEO of Dunelm, said "We're delighted that Dunelm have been able to support the transportation of the Mind Garden from its original Chelsea home to a new community in Barrow in Furness to provide a dedicated space to help local people escape the pressures of everyday life and focus on their mental wellbeing."

Paul Farmer, Chief Executive of Mind, said: "It's a huge honour to host a garden at this year's RHS Chelsea Flower Show. We know that spending time in nature, and gardening specifically, can bene-fit our wellbeing, so it was important to us that the Mind Garden created a lasting legacy. Thanks to Dunelm and Project Giving Back, we're able to support more people to access the benefits of eco-therapy and connecting with others in nature."

Karen Dobson, Chief Executive of Mind in Furness, said "Mind in Furness have been involved in delivering a range of eco therapy activities for many years and have been looking to create a Wellbeing Garden for some time. We're delighted our application for the garden was accepted and look forward to providing a place where we can offer support to those experiencing poor mental wellbeing in our local community. We're grateful to Mind, Dunelm, Project Giving Back and Barrow Borough Council for their support."

Work to rehome The Mind Garden is set to begin in June, with the unveiling of the finished garden expected in Autumn.

To find out more about Dunelm's partnership with Mind, please visit:

<https://www.dunelm.com/info/about/charity>

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For more information contact: Dunelm@tangerinecomms.com

Notes to Editors

About Dunelm – www.dunelm.com

Dunelm is the largest homewares retailer in the UK with over 170 stores nationwide and an online webstore at dunelm.com, offering customers a wide range of quality homeware items from bedding, sofas, curtains, cushions, quilts and pillows, to kitchenware and dining, lighting, wall art and rugs, as well as premium brands such as Dorma and Fogarty and a wide range of furniture.

Dunelm is one of the few national retailers to offer a comprehensive selection of curtain fabrics on the roll and owns a specialist UK facility dedicated to producing made-to-measure curtains. It also offers a wide range of made to order furniture in a wide range of fabrics

Originally founded in 1979 as a market stall business, selling ready-made curtains, the first Dunelm shop was opened in Leicester in 1984. Over the following years, the business developed into a successful chain of high street shops before expanding into broader homewares categories after the opening of the first Dunelm superstore in 1991. Dunelm's headquarters are in Syston, Leicestershire.