

27 APRIL 2023

## THE GREAT BRITISH GARDEN PARTY, COMPLETE WITH BUNTING, LASHINGS OF LEMONADE AND VICTORIA SPONGE CAKES IS BACK, ACCORDING TO A NEW STUDY

Research by [M&S Home Insurance](#) has found that the traditional British garden party, complete with bunting, drinks on the lawn and sponge cake is set to see a resurgence this year - with six in ten (61 percent) Brits planning on hosting or attending one for the Coronation weekend.

Two thirds (64 percent) say that garden parties are a relaxed way of catching up with friends and family, while 48 percent think they are a great way to celebrate the warmer weather.

Four in ten (41 percent) appreciate the chance to enjoy their garden with family and friends.

Nearly a third (31 percent) think a garden party is more of an occasion, with 28 percent agreeing that nothing beats celebrating outdoor. A fifth (20 percent) prefer to celebrate in the outdoors as it means they don't have to worry about cleaning the house.

An astounding 89 percent believe that garden parties are making a comeback, with over three quarters (85 percent) agreeing that they are quintessentially British.

In this Coronation year, more than a third (38 percent) are planning to attend more garden parties this year compared to last year.

According to the data, classic garden party fare will be even bigger this year, with almost half (48 percent) saying sausage rolls are THE outdoor soiree essential for 2023.

Four in ten (40 percent) will be rustling up a Victoria sponge cake for their guests, while nearly a third (31 percent) will offer up scones with jam and cream.

29 percent will hang up bunting to make the occasion more special, while a quarter (26 percent) will be polishing their cake stands. The signature Coronation dish - quiche (26 percent), as well as cheese and pineapple on sticks (26 percent), and Pimms and lemonade (24 percent) are also on the garden party menu.

And it seems that the nation is also set to impress when it comes to garden parties this year, spending an average of seven days preparing their outdoor space ahead of the party season.

Over two thirds (71 percent) say they will pay special attention to cutting the grass, while four in ten (42 percent) will spend hours weeding their entire garden. One in three are planning to put up bunting (32 percent) and string lighting (31 percent).

One in four (25 percent) will buy outdoor candles and plant new trees and flowers (23 percent) to spruce up their space.

A third (32 percent) will go one step further and spruce up their existing garden furniture, paint their garden fence (21 percent), and buy a new barbeque (21 percent).

12 percent will be buying a new parasol, while one in twenty (six percent) will install new garden fencing and set up an outdoor bowling game (six percent) to keep their guests entertained.

In fact, the average Brit is set to spend £340 on garden improvements – including furniture and garden maintenance - ahead of this year’s extra special garden party season – with the Coronation weekend proving the most popular date for a garden party in 2023 (88 percent).

Neil Rogers, M&S Home Insurance, said: “As a nation, we’re known for our love of our gardens with people often investing significant time and money into them, and this year it will be especially true in the run up to the Coronation weekend.”

“Our research highlights that people plan on hosting and attending more garden parties this year than ever before, showing just how important these outdoor spaces are to us. This reaffirms the importance of protecting these special places, by reviewing what is included within their home insurance policy to ensure they are covered, should the worst happen.”

And in true British style, four out of ten (41 percent) say that even if it rains, they will ONLY move inside if the rain gets really heavy. One in ten (11 percent) will just put up an umbrella and wait it out, while a tenth (10 percent) will stay where they were with the view that ‘a little rain never hurt anyone’.

Five percent would simply laugh their way through the storm.

Despite all the preparations, a third (35 percent) admit that they don’t know if their home insurance covers the items in their garden - despite 40 percent saying they have had, or knew someone who has had, items in their garden or shed damaged or stolen.

## **NATION'S FAVOURITE GARDEN PARTY TRADITIONS**

- |                              |     |
|------------------------------|-----|
| 1. Sausage rolls             | 48% |
| 2. Crisps                    | 47% |
| 3. Victoria Sponge Cake      | 40% |
| 4. Cocktail sausages         | 37% |
| 5. Scones with jam and cream | 31% |
| 6. Potato salad              | 29% |
| 7. Bunting                   | 29% |

8. Cake stands	26%
9. Quiche	26%
10. Cheese and pineapple on sticks	26%
11. Pimms and lemonade	24%
12. Breadsticks	22%
13. Trifle	20%
14. Homemade lemonade	20%
15. Champagne	20%
16. Coronation chicken	19%
17. Punch	16%
18. Cucumber finger sandwiches	15%
19. Pots of tea with matching crockery	12%
20. Chequered blankets	12%
21. Poached salmon	9%
22. Ham and piccalilli sandwiches	9%
23. Games of rounders on the lawn	9%
24. Trestle table	8%
25. Games of croquet	7%

## ENDS

### Notes to Editors:

Research of 2,000 UK based Brits was commissioned by M&S Bank and was conducted by [Perspectus Global](#) in April 2023.

### For more information about M&S Bank, please contact:

Alex Grayson

Mobile: **07384793347**

E-mail: [alexandra.grayson@mandsbank.com](mailto:alexandra.grayson@mandsbank.com)

### About M&S Bank

M&S Bank (the trading name of Marks & Spencer Financial Services plc) launched in 2012 on the foundations of M&S Money, which was established in 1985 as the financial services division of Marks and Spencer plc. In November 2004, HSBC bought 100 per cent of the share capital of Marks and Spencer Retail Financial Services Holdings Limited.

Today, M&S Bank operates as a joint venture arrangement between HSBC and Marks & Spencer, however, M&S Bank has its own banking licence and its own Board.

M&S Bank offers a broad range of financial products, including the M&S Credit Card, and a range of loans, savings and general insurance products, while its travel money service offers one of the widest ranges of currencies available on the high street.

### HSBC UK

HSBC UK serves around 15 million customers across the UK, supported by 26,000 colleagues. HSBC UK offers a complete range of retail banking and wealth management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates.