



GAME, SET, MATCH: SERVE UP A PITCH PERFECT LAWN WITH THIS SECRET SUPERFOOD INGREDIENT

Expert who has worked on maintaining professional sport grounds, from tennis courts Premier League pitches, reveals how to get lush lawns at home this summer

May 2025: It's feeling like summer could be about to be in full swing and homeowners will undoubtedly be turning their attention to their outdoor space.

It can be challenging to achieve a healthy lawn that stay green all summer thanks to kids, pets and the warmer temperatures. However, whether for entertaining, relaxing, or simply enjoying a well-kept garden – experts are now saying that the superfood ingredient **seaweed** could be the key for maintaining lush green grass.

Nia Lissetter, B&Q's Turf Agronomist says, “Seaweed is a powerful natural ingredient that helps lawns withstand harsh weather and recover more quickly. Rich in micronutrients, natural hormones, and proteins, it boosts both plant and soil health and is perfect for use between February and October. Unlike many alternatives, our seaweed doesn't contain harmful toxins, so it's safe to use around children and pets. It's the perfect addition to a healthy garden this summer!”

This spring, B&Q has expanded its lawn care range and introduced the **Verve Seaweed Concentrate** (1L - £5). Sustainably sourced and hand-harvested in Ireland, this cold-pressed seaweed is a natural growth booster and certified organic. It can be used on all crops including lawns and is suitable for propagating, transplanting and germinating seeds to help customers grow vibrant fruit and flowers.



Nia has been supporting B&Q in the development and innovation of garden care products for the past three years, bringing with her expert insight from a background in advising on the maintenance of professional sports grounds across the country.

She is sharing her insider secrets for the first to help the nation get their own pitch perfect lawns at home



Scarify seasonally

Scarifying in spring helps remove moss and thatch, allowing light, air, and nutrients to reach the soil. This process prevents the formation of patchy or discoloured areas and strengthens grass from the roots up. Scarifying can be achieved using a hand tool, such as a [lawn rake](#) (look for ones with spring tines) or a [powered scarifier](#).

Aeration is crucial

Spring and autumn are ideal for aerating the lawn to alleviate soil compaction and promote healthy root development. Tools such as [aerator shoes](#) or [multi-prong forks](#) can be used to introduce airflow beneath the surface.

Don't forget to feed

Apply a specialist lawn tonic such as [Verve Seaweed Concentrate](#) along with a lawn feed to support year-round vitality and stress resistance. The Verve Seaweed Concentrate is particularly effective in late spring and early summer, offering targeted nourishment through the power of seaweed. Always choose a dry day for feeding, but make sure the ground is not too dry – water first if necessary.

To what or not to water?

Newly laid turf benefits from regular watering during its first season. Established lawns, however, typically withstand dry spells unless drought conditions occur. Overwatering can lead to dependency, so irrigation should be minimal and well-timed.

Finish with precision

Neatly trimmed lawn edges create a professional finish. Where lawnmowers cannot reach, [edging shears](#) or [powered trimmers](#) should be used to maintain clean, defined boundaries.

All items can be found in-store at B&Q, with select plants available to order online now. Next day click & collect delivery is available on many products for a convenient shopping experience and B&Q Club members enjoy rewards every time they shop - helping them to create a home they love. For more information visit: www.diy.com.

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Notes to editors:

For more information, images and sample requests, please contact b-and-q@wearetheromans.com

About B&Q:

B&Q is the UK's leading home improvement and garden living retailer with over 300 stores throughout the UK and Ireland, offering great prices, with over 700,000 products available to order at diy.com for home delivery or click and collect.



For trade professionals, B&Q TradePoint offers exclusive membership to those in trades such as electricians, plasterers, fitters, plumbers, roofers, decorators, joiners, tilers, builders, landscapers and facilities and maintenance professionals. TradePoint members have exclusive access to dedicated TradePoint counters at around 200 B&Q stores as well as to Tradepoint.co.uk.

B&Q launched the UK's first home improvement marketplace in March 2022, adding additional choice for consumers. The marketplace offers a unique, integrated experience with in-store returns for many products and Click + Collect options being explored.

Their team of more than 21,000 colleagues of all ages are respected nationwide for providing great home improvement help to customers. They're the beating heart of B&Q and their iconic orange aprons are worn with pride.

Every year, more than 20 million people improve their homes and make life better with B&Q, and every year the company achieves ever-higher standards for sustainable operations and sourcing, and supports our local communities, including funding B&Q Foundation grants and Shelter's DIY Skills Advisors. For more information on our community initiatives visit diy.com/corporate/community or to read our Build a Life Project annual report visit diy.com/responsible-business

B&Q is part of Kingfisher plc, the international home improvement company, operating 2,000 stores in 8 countries across Europe.

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