

Launch of New Allotment Blog

Chipping Norton allotment holders, Joy and David McCarthy, have recently set up a new blog to act as an online diary and information resource for both 'allotmentees' and vegetable gardeners. (<http://copywritersallotment.wordpress.com/>) The couple, who took over their overgrown half-sized plot in September 2007, had only documented their progress with pictures prior to the blog.

The blog is updated each week and additional pages tell the story so far. The McCarthys are hoping other allotment holders and gardeners will add comments and suggestions to help provide down-to-earth practical advice for new gardeners and growers.



Joy McCarthy explained, "We wanted to have a written record, as well as a photographic one, of our work on the allotment and what better way to do that than with a blog. With the huge surge in interest in growing your own food, we hope our allotment blog will provide some inspiration to new allotment keepers and help put Chippy's growers on the map. The experienced allotment holders have a wealth of information which we'd like to tap into. With the large number of younger people and families now queuing up for an allotment, a blog is a good way of ensuring vital information is passed on. We've already started to include some tips and suggestions on dealing with problems such as slugs and caterpillars, but we make no secret of the fact we're rookies when it comes to gardening on this scale.



Because we wanted a complete record, this year we've been weighing everything we've harvested. At the beginning of September, our 90' x 25' plot had produced an amazing 98 kg of fresh vegetables from just this season's crops! Just for fun, we're also working out what it would have cost to buy, based on prices in the local shops. Had we bought everything we've grown from Sainsbury's or the Co-op, we would have spent nearly £300 so far.



With the potential for having home-grown produce 12 months of the year from our allotment, we expect that figure to be almost £1,000 in total. Including the price of seeds and some investment in canes and net, we've spent around £120 this year. It just goes to show it is worth growing your own and there's no doubt home-grown veg tastes so much better."

As well as the online diary and allotment tips, a recipe section is also being developed on the blog. Anyone wishing to read the blog or make any comments or suggestions should visit: <http://copywritersallotment.wordpress.com/>

Notes to Editors

Joy and David McCarthy are copywriters and Internet marketing consultants. Their company, IDEAS-right Ltd has two main divisions: WORD-right which provides copywriting services and WEB-right, which provides a complete website and Internet marketing package for small businesses.

Although the Copywriters' Allotment is a hobby blog, Joy and David McCarthy are regular business bloggers.

<http://www.word-right.co.uk>

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