

## **BLUE DIAMOND GARDEN CENTRES PRESS RELEASE**

25th April 2025

### **Blue Diamond Garden Centres are to show-case a ‘treasure trove’ of new and exclusive plants at this year’s RHS Chelsea Flower Show**

- **Blue Diamond Garden Centres have prime location in the Grand Pavillion at this year’s RHS Chelsea Flower Show, alongside the Obelisk at site GPB 032.**
- **Working with Leaf Creative who will construct the exhibit, they will create an immersive, walk through, cottage style garden which will serve as a showcase for a treasure trove of never-before-seen plants, many of which are exclusive to Blue Diamond Garden Centres!**
- **One such plant is the Hydrangea, Groundbreaker® Blush™ - the world’s first, true groundcover Hydrangea.**
- **Blue Diamond Garden Centres will also launch four new and exclusive roses including a rose on behalf of best-selling author Joanne Harris, which links to Joanne’s new book, a prequel to her novel and Oscar nominated film, Chocolat.**
- **They will also launch a new and exclusive rose on behalf of Muscular Dystrophy UK, also a rose perfect for weddings and a rose named by Blue Diamond competition winners!**
- **Other never-before-seen plants featured in Blue Diamond’s exhibit will include; - Hydrangea Fairytrail® White and Green, Fuchsia Dancers Series, Sundaville® Verona Red, Sundaville® Double Blush Pink and *Geum* FireStarter and many more!**
- **Also look out for the Wollemi Pine, one of the rarest plants on the planet, as Blue Diamond showcases one of the original world breeding programme specimens!**

Blue Diamond Gardens Centres are delighted to once again be exhibiting at this year’s RHS Chelsea Flower Show after their success on Main Avenue last year, where their Show Garden won People’s Choice and the inaugural Children’s Choice Awards.

This time they will be exhibiting in the **Grand Pavilion (GPB 032)**, working with **Leaf Creative** to design an immersive, walk through, cottage style garden which will serve to showcase a ‘treasure trove’ of **never-before-seen plants**, many of which are **exclusive** to Blue Diamond Garden Centres and which will be launched at the show.

**One such plant is a first of its kind....**

**Hydrangea, Groundbreaker® Blush™**, bred by Alex Schoemaker, is the world’s first true groundcover Hydrangea, growing to a height of 30cm and a spread of 60cm.

Adorned with conical clusters of four-petalled blooms, which start off white before warming to a rosy pink through the season, these smother the neat mound of small, delicate leaves throughout summer and into autumn, giving over 100 days of blooms!

**Blue Diamond Garden Centres will be the first to bring this plant to the garden centre market** and it will be available to buy in all Blue Diamond Garden Centres from **late July/early August**.



### **Hydrangea, Groundbreaker® Blush™**

Image credits- Breeder Alex Schoemaker and agent to the breeder, Plantipp

**Blue Diamond Garden Centres are also launching four new and exclusive roses at this year's show, all bred by renowned rose breeder, Rosen Tantau.**

**Rosa 'Vianne's Chocolat'** on behalf of the **best-selling author Joanne Harris**, to celebrate the launch of her new book, **'Vianne'**, a prequel to **Chocolat**, which was made into an Oscar-nominated film in 2000.

This Hybrid Tea rose produces deep purple, highly fragrant blooms, nostalgic in style which repeat flower throughout the season, with a bushy upright growth.

Joanne has synaesthesia that allows her to smell colours and her new rose smells, to Joanne, aptly of chocolate!



### **Rosa 'Vianne's Chocolat'**

**Breeder synonym RT 17576**

(Images enclosed; please credit Kyte Photography).

**Rosa 'Stronger Together' on behalf of Muscular Dystrophy UK.**

This rose produces dual colour blooms, red outer petals with an attractive white centre which lead to a yellow stamen, making it the perfect rose to attract pollinators.

The Charity had great success at last year's RHS Chelsea Flower Show with their Main Avenue Show Garden, designed by Ula Maria and funded by grant-making charity Project Giving Back, which won Best in Show. Blue Diamond Garden Centres are delighted to be able to support the charity this year by launching a rose on their behalf.

Muscular Dystrophy UK is the leading charity for over 110,000 adults and children in the UK living with one of over 60 muscle wasting and weakening conditions.

Muscular dystrophies are a group of rare conditions, that gradually cause muscles to weaken and waste.



**Rosa 'Stronger Together'**

**Breeder synonym Tan16512**

**Rosa 'Wedding Bouquet'** this exquisite Hybrid Tea rose produces snow-white blooms which contrast effectively against dark-green foliage. The perfect rose to include in a wedding bouquet!



**Rosa 'Wedding Bouquet'**

**Breeder synonym RT20820**

**And Rosa ‘Love Remembered’** named by winners, **Gill Haines and Eleanor Morris** of Blue Diamond’s ‘Name the Rose’ competition, run exclusively for their Diamond Club Members. This classic Hybrid Tea rose produces fragrant, elegant, large pink blooms.



**Rosa ‘Love Remembered’**

**Breeder synonym Tan14550**

But that’s not all, in Blue Diamond’s immersive, walk-through exhibit, they will showcase other **never-before-seen plants which will be available to buy in Blue Diamond Garden Centres.**

**New plants for 2025 include; -**

**Hydrangea Fairytrail® White and Green, both new and exclusive to Blue Diamond Garden Centres.**

Fairytrail® hydrangeas produce ball shaped flowers that are a breakthrough in this type of Hydrangea, on long trailing stems with flowers at every leaf node covering the entire plant. Fairytrail® bloom from mid spring, the perfect way to start the hydrangea season early!

They thrive in a semi-shaded spot where they should be left to grow unhindered and are perfect in pots on the patio, hanging baskets or planted in the ground.



**Image credits Valkplant - breeder Ushio Sakazaki, agent Valkplant**



**Fuchsia Dancers Mambo-** combines the aesthetic traits of traditional varieties with the plant habit and earlier flowering of modern varieties. Shorter internodes and better branching make for a compact classic perfect for planting in a container. Two weeks earlier flowering means first-time gardeners can buy them in flower and enjoy them for longer.

**Also available in the series are Fuchsia Jive, Salsa, Rumba and Waltz.**

**Blue Diamond Garden Centres are the first to bring these plants to the garden centre market**

Mambo, Jive, Waltz, Rumba and Salsa (from left to right below)



**Sundaville® Verona Red (featured below left)-** a magnificent addition to the largest Mandevilla collection in the world. This new variety is the result of years of dedication and hard work to enhance and improve the classic features of the plant.

From March until the first frost, the Sundaville® Verona Red blooms with a vibrant and glossy red colour that does not fade under the sunlight.

**Sundaville® Double Blush Pink (below right)**

A real winner, the first double flowered Mandavilla with stunning double blush pink flowers with deep green leaves, smothering this plant from early May right through to the late Autumn

**Both are new to Blue Diamond Garden Centres and Sundaville® Verona Red is also exclusive to Blue Diamond.**



**Geum FireStarter ©Proven Winners® Color Choice®, new and exclusive to Blue Diamond Garden Centres.**

New UK Breeding has developed this full double large flowered Geum in the deepest of red flowers, that has a long flowering season for up to 3 months and excellent stem rigidity to hold the large flowers. With rich, deep green foliage providing ground cover for much of the year, this hardy Geum brings both structure and vivid colour to the garden.

Tolerant of full sun or partial shade, it thrives in moist, well-drained soil and works well alongside other early summer perennials, offering continuous impact for months.



**Hebe Lime Pickle- new to Blue Diamond Garden Centres**, this vivid, lime green foliage with lovely purple flowers- in summer, are perfect for attracting bees and other pollinators to the garden. Foliage remains all year round.



**Nemesia Peaches and Cream, new to Blue Diamond Garden Centres** –produces wonderful, heavily scented blooms of pink and lemon that smother the plant throughout the summer months, creating an eye-catching cloud of colour and are again perfect for attracting bees to the garden.



**Verbascum Peach Champagne, new to Blue Diamond Garden Centres**, is a stunning perennial which catches the eye with its upright spikes of peachy flowers that add vertical interest to sunny borders or cottage gardens



**‘Digitalis’ Apple Blossom, new to Blue Diamond Garden Centres.** This new foxglove presents triple flower power through its totally new, frilly, orchid-like flower shape; its unique blend of pale pinkish white lower flowers with creamy yellow upper flowers; and its exceptionally generous blooming; with a queue of secondary flower spikes already waiting to follow hot on the heels of the first.



**But that’s not all..... Blue Diamond’s exhibit will also include the oldest and rarest plant too!**

Look out for the **(Wollemi Nobilis)** also known as the **Wollemi Pine**, one of the World’s oldest and rarest plants on the planet, dating back to the time of the dinosaurs!

The original Wollemi nobilis, was first discovered in 1994 and shook the horticultural world when it first came to light deep in a secret gorge in Wollemi National Park, Australia. The plant, thought to have been extinct for 200 million years and only recognised through fossils, was found in a stand of only 100 trees.

Today, the species is still critically endangered according to the IUCN Red List. To conserve this species, the trees have been propagated and planted in botanic gardens around the world.



Blue Diamond's exhibit will **feature one of the original world breeding programme specimens!**

A small number of **Wollemi Pine** will also be available to order from **Blue Diamond's exhibit** during Show week. Each will come with a certificate of authenticity. Owners of this rare plant will become custodians, protecting this species for future generations to come.



This Pine will be planted with a selection of other Australasian plants that can be grown in the U.K., from Tree Ferns to Libertias.

**Jill Kerr, Group Relationship Manager for Blue Diamond Garden Centres** says; -

*“Blue Diamond Garden Centre’s exhibit this year will really be a ‘treasure trove’! Full of never-before-seen plants to inspire and desire, whatever the budget. We pride ourselves in offering our customers a point of difference, high quality plants, many of which are home-grown in our UK based nurseries. We hope that visitors to RHS Chelsea Flower Show and ultimately to our Garden Centres, will find some real treasures for their homes and gardens, which are not available from anywhere else!”.*

**For all Press enquiries please contact; -**

**Jill Kerr- Group Relationship Manager for Blue Diamond Garden Centres**

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Tel: - 07824 660701



**Blue Diamond** is the UK's Number One Garden Centre group with 49 centres across the UK and Channel Islands. It owns 5 UK based nurseries which grow and supply plants exclusively for the Group. It also has its own brand of Fryer's Roses, and it is the proud owner of Bridgemere Show Gardens, an RHS Partner Garden, set in 6-acres and which includes a collection of award-winning show gardens, including RHS Chelsea Gold medal winning gardens.

Visit [bluediamond.gg](http://bluediamond.gg) for more information

### **Leaf Creative Gardens**

Leaf Creative is a garden design and retail centre, formed in 2018 by Chelsea Gold medallist Peter Dowle. This is where plants rule supreme together with its Fernery restaurant, a magical dining experience set amidst tropical plants. Leaf Creative Gardens operates from the same site, designing gardens for construction throughout the Cotswolds and Southwest. Leaf Creative are proud partners of the Blue Diamond Garden Centre Group and have recently helped to construct the rebuild of the Group's 2024 RHS Chelsea Show Garden at their Bridgemere Show Gardens in Nantwich, Cheshire.

Contact: - [Enquiries@leafcreativegardens.co.uk](mailto:Enquiries@leafcreativegardens.co.uk)

Peter Dowle- [peter@leafcreative.co.uk](mailto:peter@leafcreative.co.uk)

**Joanne Harris OBE** is the author of over 20 novels, including CHOCOLAT, which was made into an Oscar-nominated film in 2000. Her work has been translated into over 50 languages and has won a number of British and international awards. She was the Chair of the Society of Authors for 6 years and has judged numerous literary prizes. She holds honorary doctorates in literature from the universities of Sheffield and Huddersfield, is an honorary Fellow of St Catharine's College, Cambridge, and in 2022 she was made a Fellow of the Royal Society of Literature.

### **The Muscular Dystrophy UK**

The Muscular Dystrophy UK helpline provides free information, advice and support to anyone living with a muscle wasting or weakening condition as well as family members, carers and friends. This could include emotional support following a recent diagnosis, advice about services available, help navigating the benefits system, information about housing and home adaptations, or support on employment issues. Call the team on 0800 652 6352.

For more information, visit [muscular dystrophyuk.org](http://muscular dystrophyuk.org)

# BLUE DIAMOND GARDEN CENTRES PRESS RELEASE

28th April 2025

## Blue Diamond Garden Centres are delighted to have two of their plant entries shortlisted in the RHS Chelsea Plant of the Year 2025 award.

Blue Diamond Garden Centres are delighted to have two of their plant entries, **shortlisted** in the **RHS Chelsea Plant of the Year award 2025**.



This annual award celebrates outstanding plants with a new or improved feature, setting them apart from those already on the market.

Floral exhibitors in the Great Pavilion are invited to submit new plants to the competition ahead of the Show. Entries are carefully considered by a short-listing panel of RHS and industry experts who whittle down the number of contenders to no more than 20. These shortlisted plants then go on to be displayed at the Show where, on Press Day, members of RHS Expert groups view them and elect a winner.

This year, Blue Diamond Garden Centres are exhibiting in the Grand Pavilion, site **GPB 032**, **showcasing a treasure trove of never-before-seen plants, many of which are exclusive to Blue Diamond Garden Centres!**

Blue Diamond entered 5 plants into the RHS Chelsea Plant of the Year 2025 award and are delighted that the following **two plants were shortlisted**: -

***Hydrangea Fairytrail® White*** ('WNHYDFBVYWMH'), bred by Mr Ushio Sakazaki of WinGen LLC, and part of the Proven Winners® Fairytrail® series. This new and exclusive variety to Blue Diamond Garden Centres, produces mophead-shaped flowers that are a breakthrough in this type of Hydrangea, on long trailing stems with flowers at every leaf node covering the entire plant. Fairytrail® bloom from mid spring, the perfect way to start the hydrangea season early!

They thrive in a semi-shaded spot where they should be left to grow unhindered and are perfect in pots on the patio, hanging baskets or planted in the ground. Pruning should be avoided, making this a very easy plant to grow. To a height of 100cm and spread of 120cm.

**Blue Diamond Garden Centres** entered this plant into the RHS Chelsea Plant of the Year 2025 award, and it will be available, exclusively in all Blue Diamond Garden Centres from the week of RHS Chelsea Flower Show.



**Breeder Ushio Sakazaki, grower BransfordWebbs agent and image credits Valkplant /Proven Winners® ColorChoice®-**

***Fuchsia MAMBO* (part of the Patio Dancer Series)**

***Fuchsia Mambo*, bred by Tim Kerley of Kerley &Co is one of five cultivars in the Patio Dancers Series.** It combines the aesthetic traits of traditional varieties with the plant habit and earlier flowering of modern varieties, creating masses of large, intricate blooms over a long flowering season. Shorter internodes and better branching make for a compact classic perfect for planting in a container. Two weeks earlier flowering means first-time gardeners can buy them in flower and enjoy them for longer. To a height of 40cm and spread of 40cm.

**Also available in the Patio Dancer Series are *Fuchsia, Jive, Waltz, Rumba and Salsa.***

**Blue Diamond Garden Centres** entered this plant into the RHS Chelsea Plant of the Year 2025 award and are **the first to bring the *Fuchsia Patio Dancer* series to the garden centre market.** It will be available in selected Blue Diamond Garden Centres from mid-July.



**The judges' decision is based on three criteria:** novelty and innovation, garden performance, and likely appeal for UK gardeners. The final vote is informed by the entry

information submitted ahead of the Show, and the 'wow' factor of the plants on display.

The winning plants will be announced on **Tuesday 20 May**.

**Jill Kerr, Group Relationship Manager for Blue Diamond Garden Centres** says; -

*"It is a tremendous honour for Blue Diamond Garden Centres to have two plants shortlisted for this prestigious award at RHS Chelsea Flower Show. We have worked closely with the breeders and nurseries to bring these plants to our Blue Diamond customers, and we cannot wait to showcase these in our Garden Centres along with many other new and exclusive plants for 2025".*

**For all Press enquiries please contact; -**

**Jill Kerr- Group Relationship Manager for Blue Diamond Garden Centres**

Email: - [Jill.kerr@bluediamond.gg](mailto:Jill.kerr@bluediamond.gg)

Tel: - 07824 660701

**Blue Diamond** is the UK's Number One Garden Centre group with 49 centres across the UK and Channel Islands. It owns 5 UK based nurseries which grow and supply plants exclusively for the Group. It also has its own brand of Fryer's Roses, and it is the proud owner of Bridgemere Show Gardens, an RHS Partner Garden, set in 6-acres and which includes a collection of award-winning show gardens, including RHS Chelsea Gold medal winning gardens.

Visit [bluediamond.gg](http://bluediamond.gg) for more information





**ARE YOU PART OF THE DIAMOND CLUB?  
SIGN UP TODAY AND  
YOU COULD WIN £1000!**

Sign up in-store or online at [club.bluediamond.gg](http://club.bluediamond.gg)



Sign up and receive £10 off when spending over £50 in a single transaction, in any Blue Diamond Garden Centre, plus the chance to win £1000\*. Terms and conditions apply\*.

The prize is £1000 monetary credit, which will be added to the Diamond Club Members' loyalty card within 30 days of the winner being notified that they are the winner. The competition to win £1000 monetary credit, ends on 30th June 2025 inclusive. The winner must be a Diamond Club Member. The winner will be selected at random by the 7th July 2025. The winner will be notified by email by the 7th July 2025. The winner consents to their name being used for publicity purposes. No alternative prize will be offered. Prize cannot be redeemed for cash. Entrants must be 18 years or over.



BLUE DIAMOND®

Garden Centres

**£10**  
VOUCHER\*

This voucher entitles you to £10 off when you spend £50 or more at any of our garden centres. Hand it to the till staff before your transaction.

Valid until  
31 July 2025

**TERMS & CONDITIONS**

\*To redeem this voucher you must be a Diamond Club Member. Sign up online today or in any Blue Diamond Garden Centre.

- Cannot be exchanged for cash. No photocopies accepted.
- One voucher per customer per transaction. No change can be given.
- Only redeemable at any UK or Channel Islands Blue Diamond Garden Centres, visit [www.bluediamond.gg](http://www.bluediamond.gg) for details.
- Redemption is at the manager's discretion.
- Cannot be used in Blue Diamond Garden Centre delicatessens/butchers.
- Cannot be used in conjunction with any other offers or on sale or reduced to clear items.



With special thanks to:

Blue Diamond Garden Centres would like to thank the following companies and individuals for their support in helping us to create our exhibit at this year's RHS Chelsea Flower Show.

**PETER DOWLE AND THE LEAF CREATIVE TEAM**

For constructing our exhibit  
[leafcreative.co.uk](http://leafcreative.co.uk)

**CRANE GARDEN BUILDINGS**

For supplying the greenhouse structure  
[cranegardenbuildings.co.uk](http://cranegardenbuildings.co.uk)

**BUILT BY TOM**

**ALLENSMORE NURSERIES**

**THE BRANSFORD WEBBS PLANT COMPANY**

**ROSEN TANTAU**

**BLUE DIAMOND OWNED, BRIDGEMERE NURSERIES**

**TIM KERLY AND KERLEY & CO**

**SUNTORY FLOWERS**

**ROYAL LEMKES**

**FLOREAC**

**WESTLAND HORTICULTURE LTD.**

**HOZELOCK**

**BREEDER ALEX SCHOEMAKER AND PLANTIPP**

**USHIO SAKAZAKI AND VALKPLANT**



Garden Centres

The country's Number One Garden Centre Group  
[bluediamond.gg](http://bluediamond.gg) • #RHSCheelsea



Garden Centres

Find us in the Grand Pavilion  
**SITE 032**

We are the country's Number One Garden Centre group with 50 centres across the UK and Channel Islands

Blue Diamond own 5 UK-based nurseries which grow exclusively for the Group, including our own-brand Fryer's Roses.

We are also the proud owner of Bridgemere Show Gardens, an RHS Partner Garden, set in 6-acres and home to a collection of RHS award winning show gardens, including Chelsea Flower Show winners.



This year at RHS Chelsea Flower Show, we have created an immersive, walk-through, horticultural experience to showcase exclusive and new plants for 2025. Our exhibit also includes the oldest and rarest plant on the planet, the Wollemi Pine!

Find your nearest centre at [bluediamond.gg](http://bluediamond.gg) or scan the QR code:







## NEW AND EXCLUSIVE ROSES FOR 2025

Blue Diamond Garden Centres and our own brand Fryer's Roses launch four new and exclusive roses at this year's RHS Chelsea Flower Show!



Breeder synonym: RT 17576

### Rosa 'Vianne's Chocolat'

Launched on behalf of the best-selling author Joanne Harris, to celebrate her new book, 'Vianne', a prequel to Chocolat, which was made into an Oscar-nominated film in 2000. This Hybrid Tea rose, produces deep purple, highly fragrant blooms, nostalgic in style which repeat flower through the season, with a bushy upright growth.



Images © Kyrie Photography



Breeder Synonym: Tan16512

### Rosa 'Stronger Together'

Launched on behalf of Muscular Dystrophy UK, this rose produces dual colour blooms, red outer petals with an attractive white centre which leads to a yellow stamen, making it the perfect rose to attract pollinators.



Breeder Synonym: RT20820

### Rosa 'Wedding Bouquet'

This exquisite Hybrid Tea rose produces snow-white blooms which contrast effectively against dark-green foliage. The perfect rose to include in a wedding bouquet!



Breeder Synonym: Tan14550

### Rosa 'Love Remembered'

Named by Gill Haines and Eleanor Morris, winners of a competition run exclusively for Blue Diamond Club Members. This classic Hybrid Tea rose produces fragrant, elegant, large pink blooms.



Registered charity no.205395

Available in all Blue Diamond Garden Centres, online at [store.bluediamond.gg](https://store.bluediamond.gg) or scan the code to order. While stocks last.



## ALSO NEW FOR BLUE DIAMOND GARDEN CENTRES IN 2025...

Hydrangea, Groundbreaker® Blush™ is the world's first true groundcover Hydrangea, growing to a height of 30cm and a spread of 60cm.



Blue Diamond Garden Centres are the first to bring this new plant to the garden centre market.

Adorned with conical clusters of four-petaled blooms, which start off white before warming to a rosy pink through the season, these smother the neat mound of small, delicate leaves throughout summer and into autumn, giving over 100 days of blooms!



Available in all Blue Diamond Garden Centres from mid-July or scan the code to pre-order. While stocks last.



Shortlisted for the RHS Chelsea Plant of the Year 2025 award. We are delighted to have two of our plant entries shortlisted for this award.



Hydrangea Fairytrail® White

This new and exclusive variety to Blue Diamond Garden Centres, produces mophead-shaped flowers that are a breakthrough in this type of Hydrangea.

Available, exclusively in all Blue Diamond Garden Centres from 19th May, while stocks last.



Fuchsia Dancer Series 'Mambo'

Part of the Patio Dancer Series, this fuchsia produces masses of large, intricate blooms over a long flowering season. Also available in this series are Fuchsia Jive, Waltz, Rumba and Salsa.

Available in selected Blue Diamond Garden Centres from mid-July, while stocks last.



NEW & EXCLUSIVE

### Sundaville® Verona Red

This new variety is the result of years of dedication and hard work to enhance and improve the classic features of the plant. From March until the first frost, the Sundaville® Verona Red blooms with a vibrant and glossy red that doesn't fade under the sunlight.



NEW FOR 2025

### Sundaville® Double Blush Pink

A real winner, the first double flowered Mandavilla with stunning double blush pink flowers with deep green leaves, smothering this plant from Early May right through to the late Autumn.



NEW & EXCLUSIVE

### Geum 'FireStarter'®

Grown at Blue Diamond-owned Bridgemere Nursery, this full double large flowered Geum in the deepest of red flowers, that has a long flowering season for up to 3 months.

TO FIND OUT ABOUT ALL OUR NEW PLANTS FOR 2025 SCAN THE CODE or visit [bluediamond.gg/rhs-chelsea-flower-show-2025](https://bluediamond.gg/rhs-chelsea-flower-show-2025)

Available from all Blue Diamond Garden Centres while stocks last.



Your chance to own one of the oldest and rarest plants in the world today!

*Wollemi nobilis* also known as the 'Wollemi Pine', is one of the world's oldest and rarest plants on the planet, dating back to the time of the dinosaurs!

The original *Wollemi nobilis*, thought to have been extinct for 200 million years and only recognised through fossils, was first discovered in 1994 in a stand of only 100 trees. Today, the species is still critically endangered according to The International Union for Conservation of Nature (IUCN) Red List.

Blue Diamond's exhibit features one of the original world breeding programme specimens!



Blue Diamond Garden Centres has secured a small number of this rare tree which are available to order during show week. Each comes with a certificate of authenticity. Scan the code to order yours now.

LIMITED STOCK!  
First come, first served basis