

# **Men from Chelmsford, Leeds and Brighton are the LEAST romantic - according to their wives and girlfriends**

Submitted by: GingerComms

Thursday, 8 February 2018

---

## **NEWS RELEASE**

Men from Chelmsford are the LEAST ROMANTIC in the UK, according to their own wives and girlfriends.

Researchers polled women across the country and discovered men from the Essex town are the least likely to sweep their other half off their feet.

In fact, a staggering 79 percent of women polled in Chelmsford said their partner was not romantic in the slightest, while more than half of the women described their other half as “useless” when it came to matters of the heart.

Blokes from Leeds are not far behind, with seven in ten (70 percent) women from the city complaining that their man is clueless when it comes to wooing the lady in their life.

The study by Photobox of 1,500 women in long-term relationships, revealed the typical British man stops being romantic just SIX months into their current relationship, while one in five UK men have even been DUMPED by a partner for being so unromantic.

Photobox spokesman Rory Scott said: “To be clear - we’ve got nothing against Chelmsford. I mean, 600 years ago it was the capital of England for a few days. And it’s the birthplace of radio.

“But when it comes to romance it’s clearly lagging, as the study shows. The prospect of a ruined Valentine’s in the town really pulled at our heart strings, so it made total sense to trial same-day delivery service there on Valentine’s Day.

“Hopefully we’ve sent hearts racing for a few customers who have dropped the ball this Valentine’s Day.”

Dubbed #ValentinesRescue, Photobox will bail-out men within a 5m radius of Chelmsford and give them the chance to order personalised Valentine’s gifts including mugs, canvases and desk décor and receive them within hours.

If the service proves a hit then the company hopes to roll it out nationwide for other celebratory occasions.

Of the women studied, four in ten said their husband or partner didn’t like anything soppy , while 35 percent complained their other half was embarrassed to show his emotions.

Seven in ten blamed their other half’s lack of romance on his own dad, claiming their Father In-Law was also useless when it came to love.

But one in twenty said their partner didn't like to make any romantic gestures in case his mates found out and took the mickey.

Other cities where men are likely to be in the dog house this Valentine's Day were Brighton, Manchester and Nottingham.

Nearly two thirds of women have never received a love letter from their other half, seven in ten have never received a heartfelt poem - and four in ten have never even been brought breakfast in bed.

A neglected 43 percent of British women haven't even received as much as a romantic text from the man in their life.

66 percent of men didn't bother getting down on one knee when they popped the question, while 89 percent of hardmen didn't even shed a tear when they exchanged vows at the altar.

Seven in ten females have no faith in their partner and said he will most likely buy something last minute for them on Valentine's Day.

On average blokes are set to spend £24.70 this year and women will splash out just a pound more on the man in their lives at £25.70

Four in ten ladies said they are likely to get just a card this Valentine's Day and 23 percent are expecting some posh chocolates to celebrate 14th February.

However, one in ten expect to receive absolutely nothing and one in twenty will be on the receiving end of some new underwear.

Ten percent will be taken out for dinner and just seven percent will be lucky enough to receive perfume. Of those women studied, 30 percent said men were a lot more romantic behind closed doors than they let on to their friends.

But 20 percent of women are dreading Valentine's Day this year as their friends' husbands are so much more romantic than their own.

· Customers can place their same-day Valentine's orders on the 14th February between 8am-2pm by emailing [valentinesrescue@photobox.com](mailto:valentinesrescue@photobox.com). Visit [photobox.co.uk](http://photobox.co.uk).

#### UNROMANTIC CAPITAL

1. Chelmsford – 79 percent
2. Leeds – 70 percent
3. Brighton - 69 percent
4. Manchester – 68 percent
5. Nottingham – 67 percent
6. Glasgow – 62 percent
7. London – 62 percent

8. Newcastle – 61 percent
9. Plymouth – 61 percent
10. Bristol – 49 percent

ENDS

email [harriet@gingercomms.com](mailto:harriet@gingercomms.com) for more details