Media release for the Garden Centre Association

Outdoor living sales soar at GCA garden centres

THE GARDEN Centre Association's (GCA) Barometer of Trade (BoT) results for March (2014) revealed people were improving their outdoor living spaces.

The results released on April 17, which are the only official figures to be given by the GCA for March trading, revealed barbecue and furniture sales were up 102.28% compared to March 2013.

Will Armitage, Chairman of the GCA, explained: "The fine weather we have been experiencing has certainly had an impact on sales at our member centres as lots of gardeners get back out into their gardens.

"This is also the time of year when many of us will inspect our garden furniture or barbecue ready for the season ahead and realise that it needs replacing.

"I think the growing trend encouraging people to make more of their outdoor living spaces has helped to further boost sales in this area.

"Other good performers during the month were outdoor plants sales 123.80% up, hard landscaping 114.39% up, garden sundries 82.05% up and seeds and bulbs 43.38% up."

The GCA BoT reports are compiled using actual sales figures and provide an up-to-date trading position statement. They are made available mid-month following the end of the prior month after all member garden centres have submitted their results

The reports allow members to compare their trading positions with other centres.

William Blake, Manager at St Peters Garden Centre in Worcestershire, said: "We are really pleased with how our furniture and barbecue sales have performed during March.

"After a really difficult February, due to the impact of the flooding in the surrounding area, it is great to see people are confident enough to invest in high ticket value items. We spent a lot of time last year making sure we had good range of furniture for this year, based on both quality and value, and that hard work seems to be paying off.

"We have also made sure we are priced competitively against our competitors and have some really strong promotions to attract people in. Long may it, and this current weather, continue"

For further information, please call 0118 930 8918. Alternatively, please visit www.gca.org.uk, log on to www.facebook.com/pages/GardenCentreAssociation or follow the organisation on Twitter at www.twitter.com/GC_Association.

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For further media details, please call Porcupine PR on 01278 446801 or email Capella@porcupinepr.co.uk. Alternatively, please contact Iain Wylie, GCA Chief Executive on 07843 633408 or email Iain@gca.org.uk.

Photograph caption: Will Armitage, Chairman of the Garden Centre Association.

