

Media release for the Garden Centre Association

Nominate your Rising Stars for 2015

MEMBERS of the Garden Centre Association are being encouraged to nominate their employees for the Rising Stars 2015 programme sponsored by Westland Horticulture (February, 2015).

Nominations are now open for garden centres to put forward their staff before Wednesday, February 25.

Iain Wylie, GCA Chief Executive, explained: “Our Rising Stars programme, which is sponsored by Westland Horticulture, has been a huge success over the past six years and we’re hoping for even bigger and better things in 2015.

“If garden centre managers or owners feel they have a member of staff who has gone above and beyond the call of duty and is a rising star within the business, then they should seriously consider putting them forwards for the programme.”

The deadline for nominations is Wednesday, February 25. Once collected, the nominations will then be put to a panel of judges, who will confirm the participants for 2015.

They will all be invited to take part in a series of workshops held by Training Facilitator, Ian Boardman, on topics such as merchandising.

Candidates’ work will be assessed throughout the year to review the various elements on which the finalists have received training. The best performing participants will be invited to the 2016 GCA conference where they will showcase some of their work to the audience and talk about the difference it has made. A final winner will then be voted for by conference attendees.

Keith Nicholson, Marketing Director for Westland Horticulture, said: “Encouraging new and emerging talent is essential for the future of our industry, bringing fresh ideas and inspiration. That’s why Westland will continue to invest heavily in training for garden centre staff and will once again support the next Rising Stars programme.”

For a nomination form, please email info@gca.org.uk.

The GCA represents nearly 200 garden centres nationwide. Through sharing information and its inspection programme the GCA helps members to achieve high standards in customer service, plant quality and reliability.

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

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

Photograph caption: (From left to right) Comedian Justin Moorhouse with John McDowell from Westland, 2015 Rising Star Kirsty Clark from Perrywood Garden Centre & GCA Chairman Will Armitage at this year's annual conference.

