

Media release for the Garden Centre Association

GCA Christmas display competition winners announced

BENTS and Castle Gardens have recently (December, 2013) been announced as the winners of the Garden Centre Association's (GCA) prestigious annual Christmas display competition.

The garden centres were judged to have the best Christmas displays in the UK by Peter Burks and will be presented with their awards at the annual conference (January 26 until 29, 2014).

Peter Burks, Chairman of the GCA, said: "We announced the 12 regional winners of our Christmas display competition last month. Following this the winners were judged for a second time by me.

"We'd like to say congratulations to Bents in Cheshire, who were crowned winners in the Destination Garden Centre category for their Christmas displays and to Castle Gardens in Dorset who scooped the prize in the Garden Centre category."

The garden centres were judged on the innovation, inspiration and excitement created from the way their Christmas products are displayed. The range of products available, accessibility, how easy it is for customers to find and select products and 'wow factor' were also taken into consideration.

Peter added: "This is the third time I have judged the annual Christmas display competition.

"Across the board the displays at both garden centres were of a very high standard and nothing was lacking.

"Bents successfully showed what could be achieved in a larger space, while Castle Gardens' effectively demonstrated how a smaller space can still create a big impact."

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.

The winners will be presented with their awards at the annual GCA conference, which takes place at the Hilton Blackpool Hotel in Blackpool from January 26 until 29.

For further information, please call 0118 930 8918. Alternatively, visit www.gca.org.uk, log on to www.facebook.com/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 Rachel@porcupinepr.co.uk. Alternatively, please contact Iain Wylie, GCA Chief Executive on 07843 633408 or email Iain@gca.org.uk.

Photo caption one: Mike Burks, Managing Director at Castle Gardens.

Photo caption two: Olivia Doran aged six from Somerset plays in the Strictly Come Dancing Christmas display at Castle Gardens.

Notes to editors:

The regional winners of the Christmas display competition were as follows:

The results are as follows for the Destination Garden Centre (DGC) and Garden Centre (GC) categories.

North West: Bents (DGC) in Cheshire and All in One Garden Centre (GC) in Manchester.

North East: Armitage's Pennine Garden Centre (DGC) and Armitage's (GC) Birchencliffe Garden Centre both in West Yorkshire.

Midlands: Van Hage Peterborough (DGC) in Cambridgeshire and St Peters Garden Centre (GC) in Worcestershire.

Wales and the West: Endsleigh (DGC) in Devon and Raglan (GC) in Wales.

North Thames: Van Hage Great Amwell (DGC) in Hertfordshire and Sunshine Garden Centre in London.

South Thames: Ransoms (DGC), Jersey and Castle Gardens (GC), Dorset.

