

Media release for the Garden Centre Association

Midlands regional winners revealed by the GCA

THE GARDEN Centre Association (GCA) has revealed its winners for the Midlands region at a presentation yesterday evening (Monday, July 21, 2014) at Klondyke's Byrkley Park Garden Centre in Burton Upon Trent.

Fairways Garden Centre – Ashbourne was named Best Garden Centre and Webbs of Wychbold scooped Best Destination Garden Centre.

Iain Wylie, Chief Executive of the GCA, said: “Another inspirational awards’ evening last night. A hearty slap on the back to all our members who work exceptionally hard in their pursuit of excellence, and their achievements are to be applauded. Bravo to everyone involved and a huge ‘thank you’ to Klondyke’s Byrkley Park Garden Centre for hosting the event.

“The awards included Best Customer Service, which went to Planters Garden Centre – Tamworth, and the Best Environment and Community award was picked up by Planters Garden Centre – Bretby.

“Planters Garden Centre – Tamworth also took home the award for Best Creativity and Innovation and the title of Most Improved site was won by St Peter’s Garden Centre in Worcester.

“There were lots of other awards presented on the night by our inspector, Andy Campbell, who attended the ceremony, and it was an inspiring and motivational event for everyone involved.”

The full results for the Midlands region GCA area awards are as follows for the GC and DGC categories:

Best Garden Centre: Fairways Garden Centre – Ashbourne (GC) and Webbs of Wychbold (DGC)

Best Customer Service: Planters Garden Centre – Tamworth

Best Environment and Community: Planters Garden Centre – Bretby

Best Creativity and Innovation: Planters Garden Centre – Tamworth

Most Improved: St Peter’s Garden Centre

Best Plant Area: St Peter’s Garden Centre (GC) and Webbs of Wychbold (DGC)

Best Restaurant: Stratford Garden Centre (GC) and The Van Hage Garden Company – Peterborough (DGC)

Garden Products Retailer: Fairways Garden Centre – Ashbourne (GC) and Planters Garden Centre – Tamworth (DGC)

Best Indoor Lifestyle: Fairways Garden Centre – Ashbourne (GC) and Webbs of Wychbold (DGC)

Best Outdoor Living: Fairways Garden Centre – Ashbourne (GC) and Webbs of Wychbold (DGC)

The awards are decided by the results of the annual inspections, which take place at all GCA garden centres. Garden centres have no advance warning about when their inspection will take place and they do not have the option to turn away the inspector.

The Best Garden Centre and Best Destination Garden Centre awards went to the members that scored the highest overall mark in the area in their annual inspections.

The top scoring centres overall, nationally, in both the Destination Garden Centre and Garden Centre categories will be re-inspected before the titles of Garden Centre of the Year and Destination Garden Centre of the Year are announced at the GCA annual conference taking place in January 2015.

Iain added: “There are more award events in other regions taking place this and next week and we’re really looking forward to these too and will be releasing winners’ details after the events.

“The next awards’ night is for our North Thames region at Van Hage Great Amwell on Tuesday, July 22 with inspector Ian Boardman.”

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 or visit www.gca.org.uk.

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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.

Photograph caption one: Shoppers browsing at a GCA garden centre.

Photograph caption two: Iain Wylie, Chief Executive of the GCA.

