

Media release for the Garden Centre Association

GCA members see standards and profitability improve

THE GARDEN Centre Association has recently (August, 2015) revealed there were record numbers of members receiving highly commended awards and awards of merit after its annual inspections and these have helped drive standards and profitability.

Sixty-three garden centres received a highly commended title and 150 received awards of merit.

Iain Wylie, GCA Chief Executive, said: “We are absolutely thrilled to see a record number of our members receiving the ‘Highly Commended’ award as a result of their excellent performance in our annual inspections.

“Our members tell us how beneficial the annual inspections are for them. As they don’t know when the inspections will be held it means they are always ‘on their toes’ in order to make sure everything is running to the highest level at all times. This ensures that customer service and retail standards are always of a high quality throughout the important spring trading period.

“If garden centres are scoring 75% or above, as well as increased standards, members will also see increased turnover and profitability, which is a real benefit of being part of the GCA. They can also benefit by using the awards for marketing their centres - in advertising, publicity, social media and on their websites - and this helps generate greater awareness and additional footfall.”

In order to receive an award of merit a garden centre must reach 80% or above in any given category in the inspections.

Iain added: “It is great to see more of our members receiving these awards and this is a clear indication that GCA membership is helping centres to improve year-on-year. Being an award-winning garden centre offers assurance to existing customers and helps to attract new customers too.”

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/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 Cherry@porcupinepr.co.uk. Alternatively, please contact Iain Wylie, GCA Chief Executive on 07843 633408 or email Iain@gca.org.uk.

Photograph caption: GCA Inspector, Andy Campbell, visiting a garden centre.

The full list of garden centre association members to receive Highly Commended awards are:

Midlands:

- Brigg Garden Centre
- Evesham Garden Centre
- Fairways Garden Centre – Ashbourne
- Klondyke Group – Byrkley
- Pacific Nurseries
- Planters at Bretby
- Planters at Tamworth
- St Peter's Garden Centre
- Van Hage – Peterborough
- Webbs of Wychbold.

North East:

- Armitage's Birchencliffe Garden Centre
- Armitage's Pennine Garden Centre
- Cowell's Garden Centre
- Langlands Garden Centre – Leeds
- Langlands Garden Centre – Shiptonthorpe.

North Thames:

Aylett Nurseries
Burston Rose & Garden Centre
Frosts at Woburn Sands
Perrywood Garden Centre
Poplars Nursery Garden Centre
Scotsdale Garden Centre
Squires Garden Centre – Shepperton
Squires Garden Centre – Twickenham
Squires Garden Centre – Windsor
Sunshine Garden Centre.

North West:

- Barton Grange Garden Centre
- Bents Home & Garden
- Burleydam Garden Centre
- Fairways Garden Centre – Macclesfield
- Fron Goch Garden Centre
- Gordale Garden Centre
- Hayes Garden Centre
- Klondyke Group – Wilmslow.

Northern Ireland

- Creative Gardens – Donaghadee.

Scotland:

- Brechin Castle
- Caulders
- Garden Wise
- Gouldings
- Klondyke – Howdens
- Klondyke – Mayfield
- Mains of Drum
- Raemoir
- Simpsons Garden Centre.

South Thames:

- Coolings Nurseries
- Forest Lodge Garden Centre
- Garsons Garden Centre – Esher
- Garsons Garden Centre – Titchfield
- Haskins Garden Centre – Ferndown
- Haskins Garden Centre – Roundstone
- Haskins Garden Centre – West End
- Millbrook Garden Centre – Gravesend
- Squires Garden Centre – Badshot Lea
- Squires Garden Centre – Hersham
- Squires Garden Centre – Long Ditton
- Squires Garden Centre – Milford
- Squires Garden Centre – West Horsley
- Stewarts Garden Centre – Christchurch.

Wales & West

- Bernaville Nurseries
- Cadbury Garden Centre
- Monkton Elm Garden & Pet Centre
- Old Railway Line Garden Centre
- RHS Garden Rosemoor
- Whitehall Garden Centre – Lacock.

