

Mike Lind is to be the next GCA chairman

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Mike Lind

Mike Lind is managing director of Monkton Elm Garden & Pet Centre, in North Somerset.

He was voted chairman elect at the Garden Centre Association Conference in Scotland in January. He takes over the chairman's chain, from Haskins' Julian Winfield, at the next conference at the beginning of 2018.

As chairman elect he will be responsible for the organization of the conference, which will include choosing a venue.

Commenting on his role as chairman, Lind said, "Above all I want to strive to make sure the GCA remains relevant to the interests of our members and is seen as an association that is beneficial to our businesses but is also fun to be part of."

Gardenforum Comment

The GCA conference is one of the top industry conferences. But it is attended by a limited number of retailers which is a frustration to the many suppliers who attend the event and contribute to the costs of running it.

This is symptomatic of a larger issue facing Mike Lind and the GCA. It is focussed on serving its members, but the number of garden centre companies it represents is small. The

majority of garden centres are represented only by the HTA, which represents growers, landscapers, manufacturers as well as garden centres.

With the GCA now working hand in hand with the HTA on many issues, the two associations should be able to find a way that all garden centres can benefit from specialist representation as well as the higher level support they get from the HTA.

This would help improve many more garden centre businesses and should widen the retail attendance at future conferences.

Let us hear your thoughts.