

GCA members reminded to enter the Worrall Cup

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Company: GCA



Garden Centre Association's (GCA) members are being reminded this month (December, 2015) that they still have time to compete for the chance to win the Worrall Cup.

The cup will be awarded during the association's golden jubilee conference in January (2016) to the garden centre that has the best marketing campaign or initiative.

Iain Wylie, Chief Executive of the GCA, said: "This is a great opportunity and we would like to remind our members that they still have time to submit their entries to be in with a chance of winning this prestigious award.

"We're looking for the garden centre that has come up with the best, most inspiring marketing campaign or initiative. We want our members to show flair and creativity and most importantly inspire other members to follow suit.

"As this award is not influenced by the annual inspection all entries have an equal chance of winning when the judging panel meet to assess the merits of each submission and decide the winner."

To enter people can request a form via info@gca.org.uk or download one from www.gca.org.uk. Entries can be submitted via email at info@gca.org.uk. The deadline is 5pm on Friday, January 15.

Iain added: “The entries will be judged by an independent panel of judges with marketing expertise.

“The winner will be announced during our annual dinner awards ceremony, which takes place at the end of our annual conference, on the evening of Tuesday, January 26.

“As always our conference will provide attendees with pertinent information on key aspects of the garden centre industry to assist members in achieving their business goals.

“The information shared will focus on a wide range of topics, including merchandising, marketing and management. There will also be plenty of opportunities for delegates to network and socialise.”

The GCA’s annual conference will be held at The Grand Hotel in Brighton from January 24 until 27, 2016. More than 300 delegates are expected to attend the event.

The industry organisation represents nearly 200 garden centres nationwide.

Through sharing information and its inspection programme it helps members to achieve high standards in customer service, plant quality and reliability.

The deadline for Worrall Cup entries is 5pm on Friday, January 15. Entries can be submitted via email at info@gca.org.uk.

For other information, please call 0118 930 8918, 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.