



Management Board 2024 - 2025

Categories 1, 2, 3 & 4



Des Cass

D. Cass & Son

I feel I have a lot to contribute towards the future of the Association. My family have been Members for nearly 50 years. During that time, we have been loyal staunch supporters of the Association, which I hope will continue well into the future

I have represented the Association in various positions over the years, as South East Regional President on two occasions, and twice as President of the Associations London Branch, the LAMD

Stuart Yates

Stuart Yates Décor

I've been in the decorating industry for 40 years. I'm passionate about our trade and the PDA of which I have been a Member for 30 years, serving on various councils and eventually as National President.

I am conversant with modern technology in our industry and active on social media, making it easy for Members to contact me. I am looking forward to taking our Association to the next level.



Scott Oliver

Scott Oliver Decorating

I have worked as a P&D lecturer for over 20 years, and as a self-employed decorator I have become experienced in providing a first class service. I also deliver all day training on the current equipment, skills and expectations for Dulux, all of which gives me a good understanding of the industry today.

I have recently appointed an Apprentice so can relate to the world of being an employer and the hurdles you face navigating Government funding and gateways to learning.

I am a good co-ordinator, spokesperson, and negotiator. I like to listen to and share ideas in order to achieve results.

Simon Martin

Rowe and Martin Decoration and Restoration

I have over thirty years of experience in the painting, decorating and restoration profession.

I am an NVQ assessor for Levels 2 and 3 in Decorative Finishing and Industrial Painting and take immense pride in the training and nurturing of my team.

I sit on the Education and Training Committee. This provided the opportunity to review the NOS, as a member of the National Working Group for Decorative Finishing and Industrial Painting. I am passionate about passing on our traditional skills as well as embracing new methods and systems.



Samantha Costa

Costa Decoration Ltd

For over 15 years I have managed the business element of a family-run painting and decorating firm that has grown from a sole trader to a limited company. Throughout my management career, I have worked in customer-centric roles which have seen me contributing to the long-term development of customer-focused services. Moreover, I was successfully elected to the Board of Directors of a Local Authority housing provider to represent residents' opinions. I believe these experiences, skills, and my working knowledge of the industry will enable me to successfully support the Association and its Members going forward.

Windsor Powell

Windsor Powell Decorators/Builders

I've been involved in painting, decorating and building business for over 37 years, becoming an Association Member over 24 years ago. I've been involved in the Midlands and South West as Regional President in 2008 and 2011, became National President in 2011, on the Education and Training Committee from 2003 until 2013 and represented the Health and Safety Committee from 2009 until 2013. I was also involved in the National Occupational Scheme, and supporting other outside activities for our industry. I am passionate about our industry and want to help develop our Association to continue to flourish in the future.



Categories 5 & 6



Philip Jones

Ian Williams

I have been involved in the Painting and Decorating industry for 34 years and have held a variety of roles in that time. I am currently the Painting Operations Director for Ian Williams, who have been supporting the PDA since it's inception.

I believe the PDA is a vital organisation, promoting professionalism and the highest standards of work within our industry. My experience and passion for these principles will allow me to work alongside the PDA in developing the next generation of craftspeople and promoting a thriving industry.

Charlie Wileen

Johns of Nottingham Ltd

I have 30 years' experience in the Painting & Decorating industry. Working at various levels within the same company, from Apprentice to Director. Over these years I have gained a wealth of knowledge and developed many different management skills. My passion for the trade has also led me to become a member of the advisory board for apprenticeships at our local college.



Joanne Gualda

Alfred Bagnall and Sons Ltd

I have worked for Bagnalls since 2000, so I have nearly 25 years' experience in the painting and decorating industry. I am a Chartered marketer and love to promote the positive aspects of our industry including apprenticeships, sustainability, innovation and quality workmanship. I have a passion for our industry and fully support the excellent work undertaken by the PDA. I believe by being part of the management board I will excel in engaging at all levels with people within the industry including the paint suppliers, the BCF, the PDA Members and the wider community.