



Management Board 2025 - 2026

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 have been involved in the decorating industry for 50 years holding several posts from apprentice to management

I have represented small businesses on the PDA management board since its inception. Being an active member of the board gives me a platform to be passionate about our industry and its future.

Over the years as a PDA member, I have represented the association at both regional and national levels and I am currently the chair of the committee.



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.

Alison Smith

Smith Dec

I've been a painter and decorator for over 25 years, and a member of the PDA since 2011. My focus is subcontract work. Mostly I price and deliver decorating packages for small developers and fit out contracts. At other times I jump on larger contracts either as a day rate subcontract painter or as a SSSTS working supervisor.

I'm pleased to bring my knowledge and skills to the PDA Management Board as I understand the challenges and rewards of scaling a business to work on these kinds of projects and I am happy to support members looking to do the same.



Samantha Costa

Costa Decoration Ltd

With over two decades in the industry, I've co-managed a family-run painting and decorating business from a sole trader to a ltd company. My experience spans business management, construction management, financial oversight, and governance.

The Management Board nominated me to oversee the PDA's financial accounts, ensuring transparency and strategic alignment.

I am committed to representing fellow members' interests as well as collaborating with other board members and the senior leadership team to shape services that support the evolving needs of our industry.

Windsor Powell

Windsor Powell Decorators/Builders

I've been in the decorating industry for over 40 years and take pride in it. I was regional president for midlands and south west twice, national president in 2013 and also chair of the education committee.

I'm hard working and will push our great association forward, making our industry heard in the construction sector. I believe in our apprentices and the new training skills we've brought on along with the older skills still needed in this day and age. The future for decorating is all about innovation and skill, which we need to make sure we get the gratification and worth for what we do.



Categories 5 & 6



Philip Jones

Ian Williams

With 37 years in the painting and decorating industry, I bring deep experience and a strong voice for our members. Since joining the PDA board, I've championed support for smaller businesses, pushed to keep membership costs low, and helped strengthen member benefits. As Chair of the Trophy Awards Committee, I'm proud to see the competition thriving thanks to our dedicated team. I'm passionate about apprenticeships and developing the next generation of business owners – our future.

Charlie Wileon

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.