

Programme

8.30am – 9.30am Registration and welcome refreshments

Welcome and introductions from

Adam Taylor – HTA President

Introductory session and welcome from host for the day **Cathy Newman**, Channel 4 News Presenter.

Economy – patterns in retail/changes in shopping behaviour

Rachel Lund, British Retail Consortium (BRC) – Head of Insight & Analytics

This session will look at what both a challenging market environment and rapidly shifting consumer behaviour means for the UK's garden retailers. Through interpreting the data from a number of sources, the session will look at how both financial and technological pressures are driving fundamental change in the industry, bringing both obstacles and opportunities.

The Ageless Society

Josh McBain, Foresight Factory

The changing demographic and the opportunity that this provides for the garden industry. Big focus on experiences rather than things.

Future of technology in retail

Jack Stratten, Senior Trends Consultant, Insider Trends

Tomorrow's leading retailers will behave more like tech companies than retail companies. This presentation will look at how tech is changing retailer's ecosystems, the operational side of businesses and how it can improve the store experience. The retailers who make the most of tech will create businesses that are easier to run, connect with customers in more human ways than ever - and supercharge their profits

Mid-morning refreshments to be served in the Heythrop Park Ballroom

Health, Wellbeing and Horticulture

Prof. Alistair Griffiths, Director of Science and Collections, Royal Horticultural Society

In a rapidly urbanising world, gardens, gardening and horticulture had a key role to play in ensuring that humans don't lose touch with nature. Professor Alistair Griffiths will draw attention to horticulture potential in supporting environmental resilience and in providing preventative natural health and wellbeing care services.

James Wong, in association with Fiskars

Gardening burns more calories than the average gym session but the benefits don't end there! Other researchers have reported that simply being outdoors in a green space can measurably lower levels of stress hormones, ease depression and even reduce feelings of pain. With science uncovering a wide variety of ways gardening can objectively improve physical and mental well-being, James Wong's talk will reveal the evidence behind how engaging with your outdoor space could dramatically improve your health.

Buffet lunch to be served in the Heythrop Park Ballroom

Give Room to Nature - Elho

Harald Elderenbosch owner and managing director of Elho explores how they use consumer and lifestyle trends to help shape their strategy.

Panel Session

Retail Lab @ Garden Futures - Future garden retail environments

New for 2017 the Retail Lab @ Glee feature provided ideas and inspiration for bringing the themes of community, family, re-wilding and wellbeing to life instore. This panel session looks at how businesses might make use of the ideas on the shop floor and in their communications and asks how they would like the initiative to develop in the future.

Panellists include Paula Parker from PP8 Marketing (chair), Boyd Douglas-Davies from Hillview Garden Centres, Kate Ebbens from Cadix, Adrian Davey from Hozelock and Helen MacDonald from Merryhatton Garden Centre.

Mid-afternoon refreshments to be served in the Heythrop Park Ballroom

Xylella Panel Session

With Xylella presenting a huge threat to the industry this panel session looks at the latest information, the five-point plan and the preventative actions that businesses are taking.

Chaired by **Adam Wigglesworth** (Aylett Nurseries and HTA Immediate Past President) the panel includes **Colin Dale** (Notcutts Garden Centres), **Andy Smith** (Klondyke Group), **Jonathan Whitmore** (Johnsons of Whixley), **Dan Munro** (APHA), **Boyd Douglas-Davies** (Hillview Group) and **Raoul Curtis-Machin** (HTA Head of Horticulture). **Xylella Panel Session:**

An audience with....

Nicholas Marshall, CEO of Dobbies Garden Centres, will be interviewed by conference host, journalist and news presenter **Cathy Newman** who will quiz him on his views on topics such as the future of the industry, the potential impact of Brexit, changing demographics and the consumer and the impact of technology within retail.

Closing remarks and where we go from here –

Adam Taylor – HTA President

4.30pm Conference close

Drinks reception to be held in the Heythrop Park Ballroom foyer

7.45pm Conference Dinner

Dinner welcome and announcement of the winner of the **Pearson Memorial Medal**

Greenfingers Charity and Garden Re-Leaf Day

Greenfingers Chairman John Ashley will provide an update on the work of the charity along with details of Garden Re-Leaf Day 2018.

The Greatest Garden Retail Awards will be presented by **Trevor Pfeiffer of Garden Trade News**. Find out who the winning teams are for categories including the Greatest Garden Care Retail Team of the Year, the Greatest Customer Service Team of the Year and the Greatest Garden Centre of the Year

After dinner speaker

Tom Heap – Journalist and presenter

From soundman at Sky News to Rural Affairs correspondent at the BBC, covering science and the environment, Tom has presented shows including BBC Radio 4's Costing the Earth, Panorama and Britain's most popular factual TV programme, BBC Countryfile. Tom will enlighten us with tales from his journalistic and broadcasting career.

Dinner close