



HTA Training and Development Courses

Online training and development programmes exclusive to HTA Members.



*Help your
business
to grow...*



Contents



6 ways our courses work for you

3



eLearning – HTA Hub

- Independent learning via The Hub
- Accessed anywhere, any time, any device
- Specific to our industry

4



Development Programmes

- Consultant lead virtual training
- 360 degree support
- Implement your learning during the course
- Peer to peer feedback

6



Intensives

- Consultant lead virtual training
- Bite-size course
- Great if you need a refresh on the topic

10



L&D course reviews

12



Business Improvement Schemes

- Physical consultant lead meetings
- Network with similar sized businesses
- Peer-to-peer reviews and support

13



6 ways our courses work for you...



- 1 Created with our industry in mind.** All our virtual courses are specifically designed for members. The trainers create content that will support our members with issues, design, displays and targeted responses that would regularly impact your staff.
- 2 Reduce reliance on external support.** Our training opportunities will allow you to upskill your staff to reduce the need for external support. The cost of outside help via consultants or contractors can be expensive, however if you have internal employees who understand your business and have capacity to cross-train on certain areas this can be hugely beneficial. Not only will it increase staff engagement, it will also reduce costs and help maximise productivity.
- 3 Bespoke training opportunities.** If you have identified a gap within your business and are struggling to find training to help support you mitigate those gaps, we have a bespoke training offer to help. Over the last few years, we have created a piece of eLearning and a new development programme, which were born out of comments from our members about areas within their businesses that they need support with.
- 4 Wide range of different training.** We have a dedicated platform for compliance, soft skill and horticultural training courses called The Hub. The Hub is an accessible and a cost-effective way to train your staff. We also provide subject specific training through our Development Programmes and Intensives.
- 5 Investing in your staff.** Offering training and development opportunities will increase retention within your business and allow your staff to hone their skills so that they can do their jobs more efficiently. These investments can be used as a tool for staff engagement and recognition.
- 6 Member discounts.** Our members receive significant discounts on all the courses through The Hub and on virtual and practical training opportunities.

If you would like further information or to enquire about the next opportunity to attend any of our courses please contact training@hta.org.uk





eLearning – HTA Hub

The HTA HUB is a purpose-built Learning Management System to host E-learning, links to training, development information and downloadable resources.

With our members at the forefront of our mind we have created one place to fulfill all your learning and development needs. Constantly growing and evolving as the needs of our membership changes, you will be able to find an exciting range of ways to train your staff and grow your business to its full potential.

Why eLearning?

- It allows the user to access it around their working schedule and can be accessed remotely on any smart device or desktop.
- The course is broken down into manageable chunks of learning.
- Low cost.



- We can follow up the eLearning with webinars or online training on specific areas.
- Can be translated into any language that google translates, with audio support.



Using Garden Plant Protection Products Safely (UGPPPS)

This course will help you understand the labels of garden plant protection products and how to advise customers on their use, storage, and safe disposal.

It covers the following topics:

- When to use a selective or non-selective weed killer.
- How to use concentrate and ready-made products.
- How residual weed killers work and how to use them safely.
- How to dispose of any unused product and the container safely.
- How to use Garden Plant Protection.
- Products safely with children and pets around.
- How to store them safely at home How much product to use.
- When to spray and how to apply Garden Plant Protection Products.

This course is for those members of staff that sell and handle plant protection products. This is a legislative piece of eLearning and was created in accordance with Government guidelines.

Basic Principles of Ornamental Nursery Management (BPNM)

An 8-module eLearning course created to cover the basics of nursery management.

'We have over 80 different elearning courses on the HTA Hub'

Click here 

This course has been designed by growers for growers and will support training of new recruits into the industry as well as supporting development and retention of existing staff. This course will take the learner on a comprehensive journey, focusing on the following subjects: **Plant Physiology, Pests and Diseases, Growing Media and Potting, Propagation, Pruning, Nutrition and Feeding, Weeding and Watering.**

This course is for those entering the industry with no basic understanding of a working nursery. It is also for those who have experience of working on a nursery but do not have the theoretical understanding of this principles.

eLearning – HTA Hub





Development Programmes

The HTA development programmes are designed with subject expert consultants for horticultural businesses



Visual Merchandising Development Programme

Who is it for? This course is for those who are responsible for their businesses visual merchandising.

What you will learn: This course will teach you the basic skills you need to create theatrical and shoppable displays within your retail space. You will learn about the four techniques you need to have in your arsenal to create attractive displays, which will help drive sales within your centre. The course will help you understand your store layout and how it is important to plan and track the flow of movement to increase footfall. You will learn how to apply these skills to different areas of the business and how to dress difficult products like Chemicals and Fertilisers.

Structure: 6 x 2-hour sessions that take place twice a month online via Zoom.

Experience: For those that want to have a basic understanding in this field or want a refresher on how to use these skills to their full potential.

Assessment: Coursework set throughout the course.



Customer Service Development Programme

Who is it for? This course is for those who deal with any line of customer service.

What you will learn: This comprehensive course will help you develop outstanding customer service skills and help build your confidence in dealing with difficult customers.

You will learn how to build strong foundations on how to deal with customers through managing expectations, owning the issue, and adapting your attitude to different situations. You'll increase your confidence by learning how to deal with enquiries in an efficient manner and nailing those first impressions. You will be taught how to deal with difficult customers, handling challenging conversations and how to turn the negative into a positive. You will be trained on how to sell through service and how to write customer-focused emails.

Structure: 6 x 2-hour sessions that take place twice a month online via Zoom, plus 2 bonus sessions and 1-hour coaching calls twice a month.

Experience: Sales Assistants to Supervisor/Manager level – this course is a great all-rounder for those in a customer service role.

Assessment: Coursework set throughout the course.

Development Programmes





Social Media Marketing Development Programme

Who is it for? For those who are new to working in this subject or need a refresh in this chosen field.

What you will learn: This course will cover the skills you need to create a successful social media strategy and hone your creativity skills! The course will help you understand the different social media platforms; Facebook and Instagram along with exploring video through using TikTok and other social video apps.

It will delve into Canva, an incredibly useful marketing creation tool and look at developing your graphic design skills. This course will help you learn how to build an online community and how to successfully run competitions.

Structure: 10 x 90-minute sessions that take place once a month online via Zoom.

Experience: For those that want to have a basic understanding in this field or want a refresher on how to use these skills to their full potential.

Assessment: Coursework set throughout the course.



Digital Media Development Programme

Who is it for? This course is for those who are responsible for their business digital marketing.

What you will learn: This course will cover the skills you need to create a successful digital marketing strategy and enhance your marketing skills!

The course will help you understand email with marketing and the benefits of using this tool to connect with your customer base. It will explore Search Engine Optimisation (SEO) and provide you the skills to review your website to ensure it is user-friendly and efficient. You will learn how to copywrite for the web and how to create interesting content for your marketing and blogs. This course will delve into the use of paid search and how to utilise Google Analytics in your marketing plan.

Structure: 6 x 90-minute sessions that take place twice a month online via Zoom.

Experience: For those that want to have a basic understanding in this field or want a refresher on how to use these skills to their full potential.

Assessment: Coursework set throughout the course.



Development Programmes





Intensives

Our ‘Intensive’ online courses are designed for delegates who can’t commit to the longer development programmes but still want a comprehensive subject training experience.

Running over a four-week period, the training will provide the subject expertise without the feedback and implementation.

These courses are ideal as an introduction to a subject or as a topical refresher. Many of our intensive course delegates go on to complete the full development programmes.



Canva

Who is it for? This course is for those who are responsible for creating graphics and videos to post on social media platforms and websites. It is for people that are responsible for creating physical collateral i.e., flyers, posters, and larger graphics.

What you will learn: Canva is an incredible graphic design application which allows you to create attractive and professional visuals and videos for your social media platforms, website, and physical collateral. It has an extensive library of images, audio, graphics, text, and templates which will enhance your different platforms. It allows you to upload your brand colours and text for consistency in your graphics.

This comprehensive course will give you an extensive overview of the application. You will spend one session focusing on creating social media graphics, another on creating flyers and the final session concentrating on creating videos, stories, and reels.

Structure: Either one full day (10am-4pm) or 4 x 90-minute sessions over 4-weeks, online via Zoom.

Experience: No experience necessary as basic steps are covered; experience is an advantage.

Assessment: Coursework set throughout the course.



Intensives





L&D course reviews



Social Media Marketing Development Programme:

‘I am finding the social media development programme *really useful and beneficial* to my day to day working. The last two months have been a bit tricky just because the centres have been so busy and so it has been difficult to carve the time out. That said the fact that the sessions have been recorded has meant that it is easy to catch up at a time that is convenient.

The sessions on Canva and Facebook Advertising have been particularly insightful and led to changes in our approach which I was able to instigate straightaway. I am looking forward to the Video session to as this is an area I really want to make much more of within our communications.

Julie explains everything clearly and is great at troubleshooting whenever we have any questions. It is good to know that she is there to help at any time!’

Digital Marketing Intensive:

‘Julie was *absolutely amazing*. She provided us with lots of information, tips and strategies that we’ll definitely be taking forward within the business. Thank you.’

Customer Service Development Programme:

‘Simone & I *really enjoyed the customer service online training*, we have both learnt some great methods which we have been introducing to our teams. These methods will stay with us both so thank you. Ellen and Holly made the *course extremely enjoyable*; it was a pleasure getting to know them both & meeting such wonderful people.’





Business Improvement Schemes

The Business Improvement Scheme (BIS) is a scheme that enables small to medium sized independent retailers to be part of a group that meets regularly throughout the year.

Members of that group learn from and support each other as they develop their businesses over time. It provides confidence and network support for members as they make important business improvement decisions.



We discuss and **explore a wide range of subjects** including plant retailing, catering, Christmas planning, visual merchandising, margin improvement, cost reduction, personnel management - you name it we cover it! In fact, anything that the members of the group want to drill down on in more detail to help them improve the profitability and success of their businesses.



Participating centres will become part of the **Garden Retail Monitor**. Data from a garden centre's sales is input manually to the encrypted database, where it is collated with garden centre data from across the country. Participating retailers have an account, which lets them compare their business performance against regional and national averages.

Garden centres can benchmark metrics including total store sales, average transaction value and gross margin. Benchmark information is provided down to a detailed department level so users can identify high and low performing areas which may hold opportunities for profit growth.

Find your nearest **BIS group** by contacting: training@hta.org.uk



Click here

Business Improvement Schemes





What members say about BIS



Pacific Nurseries

‘In a word “*confidence*”. The RBIS shares experiences both good and bad and without doubt is an ideal meeting group for anyone wanting to take their business forward. Whether it is seeking advice on developing a centre or just trying a new supplier; there will be someone in the group who can *offer impartial advice based on their own experiences*.

As a long-standing member of RBIS it gives great pleasure to all of the group in seeing one of our member’s succeeding in further developing their centres and gives us greater confidence when exploring our own opportunities.’

Peter Beharrell

Threaplands

‘The *BIS scheme has been a fantastic opportunity* for us to network with other Centres across Scotland. It has provided insight into how others approach areas within their businesses which may be a weakness of our own. This allows us to take the best of what each centre has to offer and apply it to ours. The group have been extremely welcoming and open in exchange of information. I would highly recommend joining the group.’

Ben Laing

Garnetts Gardens

‘I have been a member of BIS for approximately 20 years and it has been invaluable to me. The group dynamic is unique by virtue of the common ground that is shared by everyone. The benefits of BIS membership include; the positive member input, ideas, problem sharing, figures analysis and camaraderie to name just a few. *I strongly recommend attending* at least one meeting to experience the possibilities that BIS could bring to your business.’

David Garnett





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