

HTA Member Benefits





When it comes to keeping abreast of real issues such as biosecurity & sustainability, one realises the real value of HTA membership.

Jonathan Savage, Scotsdale Nursery & Garden Centre, Cambridgeshire

Introduction from the Chairman

The HTA only exists as an organisation through the goodwill of its membership.

We recognise the importance of having a broad and integrated membership with regards our representation of the industry to government. To that end, we are striving to recruit more members from all sectors of the industry but in particular the grower community, who form its backbone. They are the embryo of the supply chain that supports the whole industry. The coronavirus pandemic has proven how essential it is to have a strong and healthy domestic production base and this will be even more critical in a post Brexit world.

Ultimately, we know that we are judged by the quality and effectiveness of the services we provide. I believe that in 2020, more than ever, we demonstrated the value we deliver to our membership, particularly through our strengthened role as lobbyists. The support we have given during lockdown, around Brexit and around plant passporting has proved a little of what we can achieve and I hope that this will encourage more businesses, like yours, to join us.



James Barnes
HTA Chairman



*As an organisation we look to
instil continuous improvement
in everything we do;*

*our membership services
team are always on hand
to assist with any and all
questions you might have as
a member.*

Reasons to be a member of the HTA

The HTA is the voice of the UK horticultural industry. For over 120 years we have represented and supported our members on issues impacting the sector. We represent a wide cross section of the industry from growers and retailers to manufacturers and landscapers, enabling us to take an industry-wide view on issues.

Our aim is to promote, support and nurture our industry to ensure a robust and sustainable future.



Access to Information & data

The provision of information relevant to the operation of your business either directly or through various portals.

- Latest interpretation of government legislation.
- Advance warning of pending regulation.
- Updates on latest position on government lobbying.
- Industry news and its implications for your business.
- Feedback from HTA's association with other institutions and groupings – GCA, GMA, OHRG, BRC, NFU, CLA, GIMA.
- Weekly updates sent directly to you.
- Access to exclusive industry sales data from the HTA's Garden Retail Monitor system, produced monthly.
- The latest market insight information from HTA surveys and third-party contributors, produced quarterly.
- HTA news – quarterly publication of data, surveys, case studies, research, market insight, news & commentary on the industry.
- Webinars on key issues.
- Community WhatsApp groups – providing, networking, self-help, inspiration, education & entertainment.

Help shape government policy

- Participation in weekly calls, groups and committees.
- Participation in HTA surveys.
- Direct contact with Policy team.
- Consideration to join Council or Board.

Events & Networking

- National Plant Show – held each year in June as a showcase for British nurseries attended by around 150 growers, manufacturers and suppliers.
- Garden Press Event – held in March to highlight new plants, products and ranges early in the season and network directly with the leading writers from the National and Trade Press.
- APL awards – recognising and rewarding the highest standard of landscape contracting from our APL Members.
- HTA annual conference – the key networking event of the year targeted at business leaders across the industry.
- Webinars & seminars targeted on key topical issues and communities.
- Join the Retail Business Improvement Scheme – designed for members to exchange and share information and experiences to improve their financial and operational performance.

I've attended quite a lot of HTA conferences and seminars over the years and I think you're hard pressed not to come away with something that you can take home and apply to your own business when you get back and hit the floor.

**Bruce Harnett, Kernock Park Plants,
Cornwall**





Access to National Garden Gift Voucher scheme

- Worth around £30million to the industry each year.
- Key driver of footfall and increased spend.
- A percentage of income from member and online sales is donated to the Greenfingers charity.

Access to HTA Hub training and workshops

- Course topics include everything from biosecurity and plant passporting to digital marketing and visual merchandising.
- A range of courses on health and safety and Covid-19.
- e-learning bundles focused on related areas: 'Principles of Horticulture' and 'Compliance'.
- The HTA App enables you to enrol and track progress of staff.



Accreditation schemes

- Membership of OHAS and participation in the Plant Health Assurance Scheme.
- Sustainability Road Map – access to Planet Mark workshops, third party resources and sharing of best practice.



Access to Preferred Partners and FREE advice lines

- Lloyds Cardnet – preferential rates on credit/debit cards.
- Discounts on utilities.
- Discounts on insurance.
- FREE advice lines covering a wide range of critical business issues.

FINANCIAL BENEFITS

Since the launch of the HTA Preferred Partnership with Lloyds Cardnet in January 2018, members have saved an estimated **£750k** on card processing fees.

There are now close to 300 members benefitting from the partnership, saving an average of **£2.5k** per annum each.

The HTA stands out by offering members real potential to influence matters which actually affect their industry.

Brian Fraser, Oakover Nurseries, Kent

Recent successes

The challenges we all faced in 2020 have not tempered our ambitions. If anything, they have underwritten and reinforced them. Our core ambitions are built around relevance and engagement and we continue to make real progress on our summary objectives: To build our capability to respond to/ be proactive on all key issues facing our industry; to reinvent every aspect of our communications policy; and to build our income to deliver more for members.

Response to Covid

- Leading the successful campaign to reopen garden centres - the only retail sector to be in the first wave of Covid Spring lockdown relaxation, in every part of the UK. This provided £350M of sales back into the sector and specifically a £50M sales lifeline to British growers.
- Keeping garden centres open in England, Scotland & Northern Ireland during lockdown 2, brought over £170M in sales into the industry in November alone. In lockdown 3, announced just before Christmas, garden centres were able to keep their 'essential status' in England going into the new year.

The HTA's campaigning profile was recognised by leading communications experts, as we won the **PR Week 2020 Award for Coronavirus Crisis Management.**



Half a billion+

The number of opportunities consumers had to see our Spring garden centre reopening campaign.

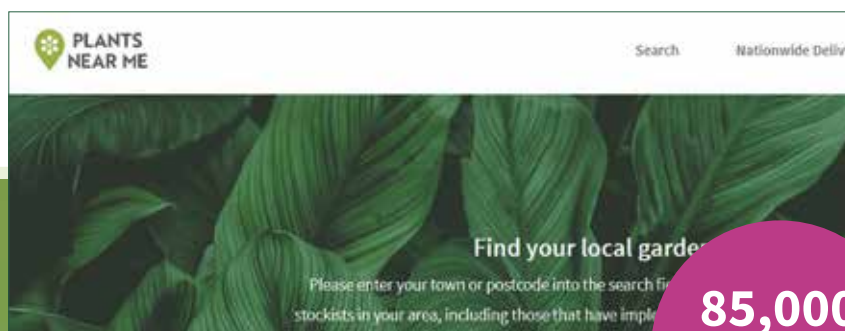


We even made it into the New York Times!

Our Covid website advice pages were viewed over

120,000 times last year, with over **10,000** views a week at the height of the crisis

- We launched the PlantsNearMe microsite within a few weeks of the first lockdown, to help connect consumers with garden centres for click and collect and delivery. This site has to date received over 85,000 visitors. plantsnearme.hta.org.uk



85,000
visitors
to date



EU Exit cross-border trade in plants

- As a result of our lobbying efforts to reduce the regulatory and cost burden of the changes resulting from the UK exiting the European Union, we secured at least £4M in savings for the industry as inspection fees were deferred until April. Other wins included a four-hour inspection window, one phytosanitary certificate per lorry and a reduced inspection regime for plants finished for retail.
- We held three webinars to help members get to grips with the new post-Brexit trade regulatory requirements. Over 300 members in total were present. Following the December webinar 66% of attendees said they were now fully or mostly prepared. This was a significant improvement from the October webinar when 63% said they were only partly prepared.

Our EU Exit website advice pages were viewed

over 13,000 times

with 1,500 unique visitors, of with almost 20% were from abroad - showing our influence.

Promoting gardening

- Our Million Planting Moments campaign – designed to get people gardening – received the public support of HRH The Prince of Wales.
- HTA research revealed that 3M new gardeners were created because of a renewed interest in gardening following lockdown 1. This statistic is now regularly quoted by politicians, national, trade and gardening media.
- Our in-house produced video supporting Defra's 'Plant Health Week' was viewed over 40,000 times on social media.
- The Keep Britain Growing campaign (hosted on PlantsNearMe) lists 'things to do in your garden' on a monthly basis. The information is aimed at consumers, but Garden Centres can use it for their own social media outputs.

*It is always nice that
when we ring for help
there is someone there
who knows what to do.*

Elaine Ricketts, Highfield Garden
Centres, Gloucestershire

National Garden Gift Voucher scheme

The National Garden Gift Voucher scheme delivered almost £29M to the garden industry in 2020 driving over 900,000 customers to HTA member garden centres and retail nurseries in 2020 and in to 2021. The revenue from the sale of gift cards and vouchers allows the HTA to use this vital income to put back into services for all members - be it lobbying, media, learning and development or membership support.

national
**Garden
Gift
voucher**





Sustainability

- Launch of the industry's first ever Sustainability Roadmap – setting annual targets to 2025, it will have achieved demonstrable change in reducing the industry's environmental impact in energy, water usage, growing media, chemicals and plastics.

Scottish business rates

- We successfully joined forces with other industry groups to ensure that a potentially costly change to the way business rates are administered in Scotland was defeated in the Scottish Parliament. With our business rates consultants and HTA preferred partner, Gerald Eve, we also helped secure changes to the existing rateable valuations system, resulting in garden centre members being able to challenge their valuations.

We need to have a spearhead in order for us to grow - and the HTA gives us a voice. Essentially, if we're on our own it's hard to hear us through the noise. If we're saying it as a collective then we can actually make a difference.

Adam Ferjani, ICL Professional Horticulture, Suffolk



Events

- The annual Garden Press Event in collaboration with GIMA provides our sector with the opportunity to showcase new products and innovations. Over 300 garden media professionals visited the show in 2020.
- After the cancellation of the National Plant Show, we decided to run the New Plant Awards as a virtual event. The concept was embraced by growers and the wider trade. 48 entries were received and through an online virtual visitor vote, 760 votes were cast, nearly five times the usual number of votes.

Learning and development

- Working with DEFRA and the Plant Health Alliance, the Plant Healthy eLearning modules launched in October. It has seen a total of over 200 registrations already, with almost 40% already completing and passing all the modules.

The **HUB** app was launched for e-learning and has been **downloaded over 700 times**



Member support

300

– the number of participants we now have on the new WhatsApp Community comms channels we introduced for every Council area, as well as specialist groups

such as catering and Retail Suppliers and Amenity Suppliers for grower members. With thousands of messages being shared, this innovation connects members with each other for mutual support and allows HTA staff to get key messages out to members quickly and easily.

The HTA has helped us to reach more customers and get in touch with people we wouldn't normally have been in touch with, so it helps us to reach out and establish relationships with people in the industry in an easier way.

Edwin Meijer, Garden Connect, London

The APL apprenticeship scheme

continues and has delivered

60+

qualified apprentices into our industry since 2015



Whatever we ask for, HTA always delivers.

Diane Lewis, Daleside Nurseries, North Yorkshire



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