

Non-Executive Director

Role Profile



HTA Core Purpose

We help our members to flourish.

HTA Mission Statement

On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future. Our aim is to recruit and retain people with the behaviours that support our mission and who will grow with us and achieve more.

HTA Board

The HTA Board determines the overall strategy and governance of the organisation. Made up senior staff executives and non-executive directors, the Board advises, supports and ensures the HTA has good governance, financial stability and continues to be relevant to the environmental horticulture industry now and in the future. The Board is chaired by the President and sub-committees (Audit, Remuneration, Investment, Nominations) may be chaired by other non-executives.

HTA Council

The Council plays a key role in governance by helping ensure the views of our members are heard and reflected in Board decisions. The Council provides a vital connection between the membership and the leadership of the association.

Our Values

Our culture is centred on our 4 organisational values of **Member Focused, Inclusive & Collaborative, Trusted & Innovative** ('MITI'). Our values are our guiding principles, our beliefs. They reflect the way the HTA operates, how we make decisions, and they shape how we behave with each other, our members and external stakeholders. They underpin everything we do at the HTA. All employees and Board members are expected to promote and uphold our values.

Role Title	Non-Executive Director (NED)
Reports to	HTA President & Board of Directors
Status	This is a voluntary (unpaid) position
Overview of the role of the Board	<p>The Horticultural Trades Association (HTA) Board is collectively responsible for overseeing the governance, strategic direction, and performance of the Association. Its role is to promote the success of the Association and to ensure that the organisation:</p> <ul style="list-style-type: none"> • Stays focused on delivering value to its members • Operates in accordance with its Articles of Association and legal responsibilities • Remains financially stable, well-managed, and aligned with its core purpose • Reflects the diversity and evolving needs of its membership base <p>The Board comprises of Non-Executive Directors and Executive Directors – the Chief Executive Officer and the Chief Financial Officer. The Board is ultimately accountable for the organisation’s performance and compliance.</p>
Purpose of Non-Executive Directors (NED)	<p>Our NEDs play a vital role in supporting the HTA’s purpose to serve, promote, and represent its members. They bring independent judgement and external insight, and a commitment to good governance. NEDs are expected to contribute their knowledge and experience to constructively challenge, support and continually develop the HTA strategy across all sectors of the horticulture industry. They will participate actively in the decision-making process of the HTA Board and monitor and review the performance of the HTA Executive ensuring it meets agreed goals and objectives. They will also provide guidance on the organisation’s engagement with external stakeholders.</p> <p>NEDs act as a strong ambassador for the HTA and the wider horticultural sector.</p> <p>NEDs have the same general legal responsibilities to the HTA as any other Director and must act in the way that would be most likely to promote the success of the HTA for the benefit of its members as a whole.</p>
Appointment	NEDs are appointed by the Board of Directors and normally serve a 3-year term. They may be invited to serve an additional 3-year term. NEDs can be voted off by a majority decision at a Board meeting should there be a material breach of trust or failure to meet obligations.
Time commitment	<ul style="list-style-type: none"> • Attend 4 Board meetings per year and 1 AGM (Board meetings are usually held in March, June, October, December and the AGM in September). • Sit on sub-committee meetings as required. • Read paper packs in advance of meetings and follow up on actions post meetings.

	<ul style="list-style-type: none"> NEDs may be asked on occasion to represent the HTA at functions, external events, meetings and dinners. All of which are optional. NEDs may be required to attend board training and strategy days (maximum of 2 per year). New NEDs will be provided with a thorough induction and may be required to attend an induction day.
Key areas of responsibility	<ol style="list-style-type: none"> Governance & Oversight Strategic Contribution Member Focus & Representation Risk & Performance Monitoring Board Sub-Committee Participation
Key Performance Indicators (KPIs)	<ul style="list-style-type: none"> Full engagement and constructive contribution in all scheduled Board meetings, the AGM, and sub-committee duties. Governance & compliance: adherence to the HTA's Memorandum, Articles of Association, governing documents, values, and policies. Member advocacy: active championing of member interests and responsiveness to feedback. Collaboration & integrity: positive relationships with fellow Board members and Executive staff; trusted and ethical conduct.
Expenses	Overnight accommodation the day before all Board meetings can be requested and will be organised and paid for by the HTA. Reasonable travel expenses will be reimbursed in line with the HTA's Expenses Policy.

Key Responsibilities

1 Governance & Oversight

- Operate at all times in accordance with the HTA's Articles of Association.
- Uphold the highest standards of governance, compliance, and integrity in Board decisions.
- Ensure that the HTA complies with its legal, financial, and regulatory obligations.
- Monitor and challenge organisational performance in the interest of HTA members.
- Promote a positive, open, inclusive and transparent Board culture that encourages debate and mutual respect.
- Maintain absolute confidentiality of sensitive and confidential information.
- Act as a positive ambassador for the HTA and the horticultural sector.
- Lead the HTA's external representation at meetings when required.
- Promote the HTA's reputation, values, and work externally.

2 Strategic Contribution

- Constructively challenge and contribute to the HTA's strategy development.
- Contribute expertise, external perspective, and sound judgement to Board decisions.
- Provide counsel to the Executive team on matters of concern.
- Support innovation and progressive thinking in how the HTA delivers services and value.

3 Member Focus & Representation

- Keep the needs, interests, and diversity of HTA members at the heart of all Board discussions.
- Actively advocate for and represent the voices of members across different parts of the sector.
- Ensure that the HTA continues to deliver relevant, responsive, and high-quality support to its membership.

4 Risk & Performance Monitoring

- Monitor the HTA's performance against strategic and financial objectives.
- Ensure integrity of financial information, and that financial controls and risk management are defensible and robust.
- Advise on best practice in matters of regulatory compliance, new technologies, and membership strategies where appropriate.

5 Board Sub-Committee Participation

- Actively participate in at least one of the HTA Board subcommittees (Audit, Nominations, Investment, Remuneration) when required.
- Provide oversight, advice, and input into specific areas of governance and operations relevant to the committee.

Experience, skills & qualities

Our Non-Executive Directors (NEDs) have a strong commitment to supporting UK horticulture and contributing positively to the HTA Board. They also have the following experience, skills, and qualities which help them thrive in the role of NED:

Experience

- Experience at Board level or in senior leadership (either executive or non-executive)
- Familiarity with governance, strategy, or organisational oversight
- Background in one or more of the following areas:
 - Commercial horticulture, garden retail, or landscape services
 - Finance, audit, or investment
 - IT systems and emerging technologies
 - Membership organisations or trade associations
 - Governance and legal compliance

Skills & Qualities

- No specific formal qualifications are required
- Strategic thinking and independent judgement. Able to set aside personal interests. Awareness of the importance of putting members and their interests at the heart of Board decision-making.
- Diplomatic with a collaborative approach and the confidence to ask questions and challenge constructively
- Strong communication and listening skills
- A good understanding of the issues facing the horticultural sector—or a genuine interest in learning
- A commitment to the HTA's purpose, values, and members
- Willingness to invest time, energy, and expertise into the role
- A forward-thinking mindset - keen to help the HTA evolve and stay relevant

Background & Knowledge

- Passion for UK environmental horticulture
- Management skills and experience, with excellent commercial awareness
- A background in business, horticulture, governance, or a related area is helpful