



Your Association



Welcome



Welcome to the Horticultural Trades Association (HTA). Please take a moment to explore all that the HTA has to offer, and we encourage you to take full advantage of the benefits available to you. Please do not hesitate to **reach out to your dedicated Member Engagement Manager**. They will gladly provide detailed insights into the various products and services tailored to meet the specific needs of your business.

For over 125 years, we have steadfastly represented and supported our diverse membership on issues impacting the sector. **Our enduring commitment is to promote, support and nurture our industry, fostering resilience and sustainability for future generations.**

As a not-for-profit organisation, **every penny from your subscription is reinvested** into delivering essential services and supporting the industry we serve. This demonstrates our unwavering dedication to your business and the horticultural sector.

“

The association is working on many fronts, many of which we wouldn't realise are quite critical to our business without the HTA drawing attention to them. Keep up the great work!

Dougal Philip, New Hopetoun Gardens

Connect

A thriving community stands at the heart of the association, belonging to a supportive network can elevate both your work and your business.

Join our Business Improvement Schemes and Forums to **collaborate with industry peers and a dedicated industry consultant**. Discuss recent trade trends, share experiences, and address challenges in a confidential environment. **Access a comprehensive range of resources, information and how-to guides at your fingertips.**

OUR SCHEMES INCLUDE

- Business Improvement Scheme (BIS)
- Retail Development Forum (RDF)
- Nursery Business Improvement Scheme (NBIS)



ADVICE LINES

Provide your membership number, and tap into our **free* expert advice lines**, covering a broad spectrum of critical business concerns from HR and legal matters to plant pest and disease management.



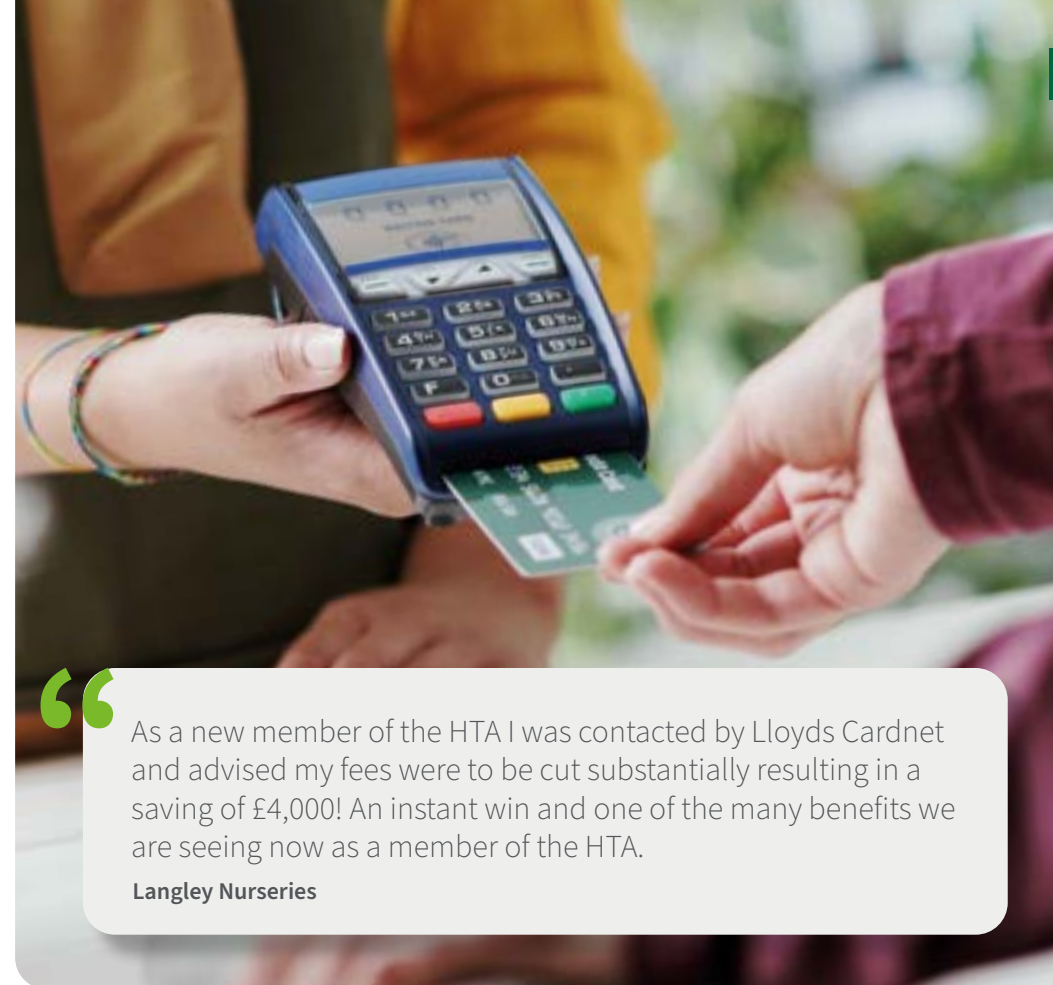
PREFERRED PARTNERS

HTA Preferred Partners offer **preferential rates**, helping you save time and aid in **reducing business costs**. Each partner is researched and trialled by the HTA, with costs continuously monitored to ensure you receive the best value.**



CONNECT

WhatsApp groups connect members for **mutual support** and enables us to get key messages out to members quickly and easily.



“

As a new member of the HTA I was contacted by Lloyds Cardnet and advised my fees were to be cut substantially resulting in a saving of £4,000! An instant win and one of the many benefits we are seeing now as a member of the HTA.

Langley Nurseries

*The HTA will receive a commission fee based on a successful referral. The amount of the commission will depend on the type of order placed. Full details will be provided by the Preferred Partner before entering into the transaction.

**Calls are free; however, some advice lines may become chargeable after extended use or for additional services.

Political Landscape

As a member of the HTA, we will provide you with the **latest briefings on government legislation and advance warning of pending regulation**, keeping you updated on current lobbying issues such as cross-border trade, the cost of doing business and the transition to peat-free. We'll share **valuable insights** through webinars, policy briefings, town halls and technical workshops in addition to our regular emails.

Join us at member surgeries and town halls where **we encourage your participation and welcome questions** on any topic. These sessions serve as a valuable forum for exchanging knowledge and sharing best practices. We also frequently help organise political visits and activities to raise the profile of horticulture with MPs. **As part of a bigger industry voice we are able to represent our members directly to decision makers.**

“

I have been increasingly pleased with the work the HTA do to promote the industry, lobby the government and arranging of events to increase the knowledge within the industry.

Adam Whitehouse, Robin Tacchi Plants Ltd



Market Insights

You will have **free access to market data** and member benchmarking including sales, wages and labour, which can be a tool to compare your performance, costs and more effectively manage your business. Market information is made available exclusively to members to support you with insights into the market and your customers.

“

Very professional organisation. Tirelessly working for the membership and keeping the industry updated.

Garden Centre Owner, West Midlands



STATE OF THE MARKET REPORTS

Provide a comprehensive view of the size of the market, and the macro-economic factors set to impact it.



MARKET UPDATE REPORTS

Provide comprehensive reviews of garden centre sales performance, analysing key factors influencing market conditions, including consumer confidence, inflation rates, and weather patterns.



RESOURCES

Including Plant Retail Success which brings together consumer research, training and guidance for those involved in plant retail to help shoppers succeed with their purchases and maximise your profitability.



RESEARCH PROJECTS

Including the Value of Plants which provides a comprehensive view of the positive impact on the economy, environment and society that plants have, and the value that consumers place on plants with different features.



National Garden Gift Card

Be part of the National Garden Gift Card programme which drives over 2 million customer visits into retailers across the UK. Participation in the programme is reserved for HTA member retailers.

The HTA provides all essential equipment, terminals, and point of sale items, making our card-based and electronic gifting programme easily accessible to all. The aim of the gifting scheme is to acquire consumers and secure funds within the horticulture sector for the benefit of garden centres, suppliers and plant growers.



Drives
2m visits
in store



Locking in **£40m**
future consumer
spend into member
garden centres



A National Garden
Gift Card is given
around **1m** times a
year



Business Support



TRAINING

Discover our **eLearning courses** tailored specifically **to our industry**, designed to enhance your employees' skills. With flexible access and compatibility across all devices, our eLearning Hub enables convenient learning to seamlessly integrate into busy schedules.

OUR COURSES INCLUDE

- Basic Principles of Ornamental Nursery Management
- Using Garden Plant Protection Products Safely
- Food Safety Level 2 and Allergen Awareness (Natasha's Law)
- Cyber Security Awareness

As an HTA member, you have access to preferential rates on these invaluable resources.



SUSTAINABILITY

HTA Members can benefit from a **5% discount** on certification with Planet Mark who are carbon measurement and sustainability specialists, with a focus on helping businesses reach Net Zero.



TECHNICAL SUPPORT

We have enhanced our technical support by creating a new series of webpages dedicated to a range of key cultural topics. These include **assistance with the transition to peat-free crop production, guidance on water capture, storage and use, crop nutrition, fertiliser selection and application, and nursery hygiene and disinfectant use.** Additionally, we facilitate a series of Grower Technical Workshops and Masterclasses, and this year, study tours to see production in Europe.

“

Technical grower events are excellent and much appreciated. The e-learning portal has been invaluable.

Rebecca Hoyle, David Austin Roses



Events

Throughout the year, we organise a series of events ranging from our flagship shows to an expanding programme of localised and specialised events. As an added benefit, **HTA members enjoy exclusive preferential rates**. These events offer opportunities for profile raising through the APL Awards and the Garden Press Event, building business leads at the National Plant Show, networking at Regional Events and thought leadership at Horticulture, The Conference.



The Association of
Professional Landscapers
AWARDS 2026

“

The show itself is great and brilliant for us to generate leads and catch up with existing customers. It's the fastest way to meet 150+ of our existing customers plus new interest.

National Plant Show Exhibitor

GARDEN PRESS EVENT

Showcase new products, meet journalists, broadcasters, freelance writers, bloggers, vloggers and network with key influencers.

THE APL AWARDS

Celebrating the excellence of UK landscaping, embodying the spirit of innovation, perseverance and achievement. We are proud to recognise and reward the high standard of landscape contracting carried out by APL members.





HTA NATIONAL PLANT SHOW

THE HTA NATIONAL PLANT SHOW

The HTA National Plant Show offers UK based companies the chance to showcase an array of products, including seeds, bulbs, houseplants, garden plants, labelling, product information, growing media, display benching, and machinery.



HORTICULTURE THE CONFERENCE

HORTICULTURE, THE CONFERENCE

Horticulture, The Conference, offers an invaluable platform for delegates to listen to expert speakers and panellists, network with industry peers, and delve into discussions surrounding key issues and innovations in the field.



REGIONAL EVENTS

REGIONAL EVENTS

These events offer a chance to connect and engage with fellow HTA members from your region, learn from industry experts on topics affecting you, and share your voice to make a difference in environmental horticulture.

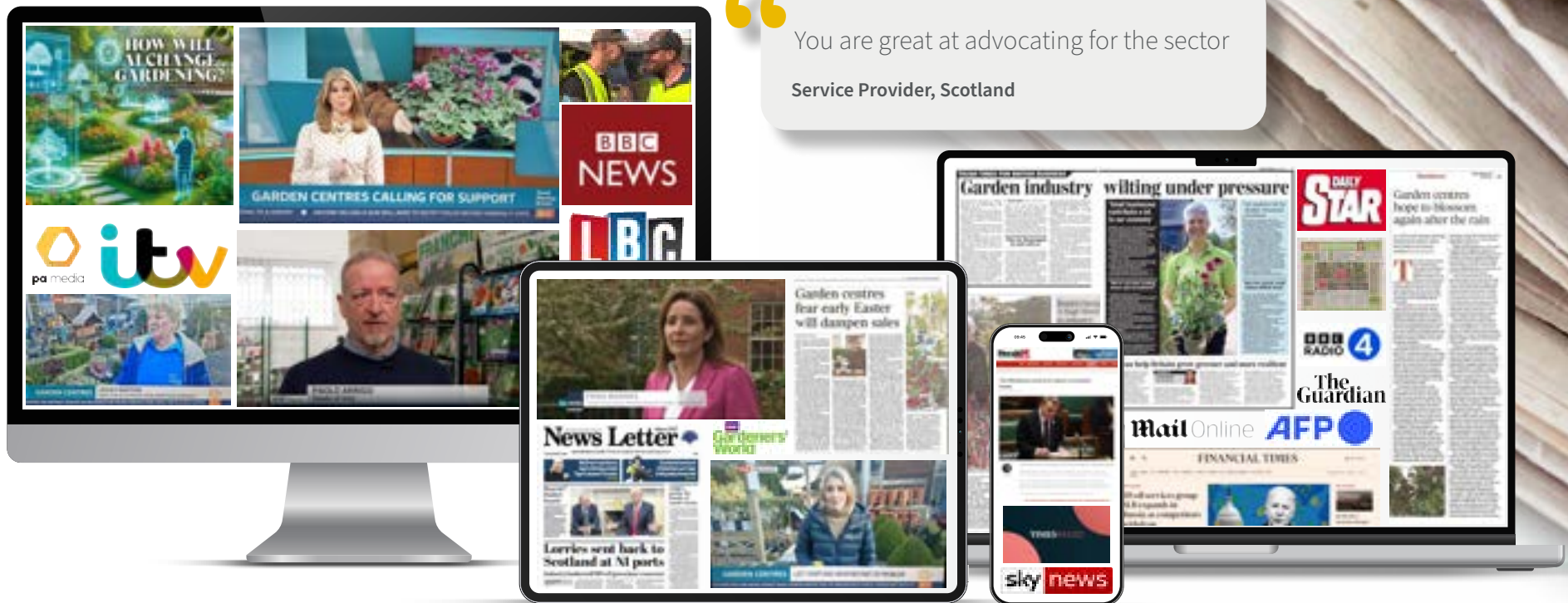
Media Engagement

Our media engagement initiatives serve to **amplify our member's voices, enhance awareness, and advocate for the interests of our industry.** Through discussions on platforms including BBC radio and TV, ITV and print media such as the Financial Times and The Guardian, **we address pertinent topics** including the value of environmental horticulture, the impacts of the Budget and the implications of post-Brexit border checks. Elevating our media engagement alongside our lobbying work, **ensures our industry's concerns are heard and understood.**

“

You are great at advocating for the sector

Service Provider, Scotland



Over



430

responses to the HTA satisfaction survey were received and circulated to HTA staff, ensuring we listen to the voice of our members



completed e-learning courses, enhancing professional development



59

policy publications to update members and stakeholders on policy changes HTA asks of government



parliamentary mentions raising the profile of the sector



Over 2,000

items of media coverage to raise awareness of environmental horticulture and our members



More than **760** member businesses benefited from HTA market research



occasions members met at Business Improvement Scheme (BIS) meetings to share knowledge and create business development opportunities



people attended HTA regional events to connect, engage and learn



APL Awards entries to recognise and reward the high standard of landscaping

283



political engagements advocating for members' needs to parliamentarians



HTA events attracted over **2,336** visitors bringing the industry together



committee volunteers representing members



Drives 2M

visits in store

Gift cards given

1M

times a year

Locking in

£40M

future consumer spend into member garden centres

Your Association **2024**

At the heart of our mission is a commitment to promoting, supporting, and nurturing the growth of our industry, bringing people together to help them tackle the issues that matter most. Together we can navigate the challenges and opportunities within the sector to ensure a resilient and sustainable future.


YOUR DEDICATED SUPPORT TEAM

Get in contact with your **dedicated Member Engagement Manager** for personalised assistance in understanding how your association can help meet your business needs and to guide you through our range of products and services.

CONTACT US

Our friendly Services team is also available **Monday to Friday from 8:30am to 5:30pm (5pm Fridays)** to answer any questions you may have.

 0333 003 3550
 services@hta.org.uk
 hta.org.uk

 Horticultural Trades Association
Horticulture House
Chilton
Didcot
Oxfordshire
OX11 0RN