



Join the Board of the Horticultural Trades Association as a
Non-Executive Director

Foreword

Thank you for your interest in becoming a Non-Executive Director at the HTA.

This is a hugely exciting time for the sector and for the HTA. Gardens and managed green spaces and landscapes have never been more important to the UK – for the economy, for the environment and for the nation’s well-being. The HTA is at the forefront of championing and lobbying for our members and the wider industry, helping our members build resilient businesses.

The role the HTA has in representing the industry was underlined during Covid when we led the successful campaign to re-open garden centres – a lifeline to many of our members.

Since then, the HTA has gone from strength to strength with a senior leadership team, a CEO and a Board who are all committed to driving improvements in delivery and building resilience in the industry.

Our profile and impact have increased dramatically as too have our ambitions, seen recently in the HTA’s work to convince government to change the SPS border control agreement and wider political engagement.

We are looking for Non-Executive Directors to support the executive staff in delivering this vision and to help us ensure our services to members continue to be first in class.

In line with our governance requirements, this year’s Non-Executive Director appointments are open only to candidates who are employed by HTA member organisations.

The role of a Non-Executive Director for the HTA has three primary functions: to advise, support and challenge the executive staff, to agree the organisation’s business plan ensuring KPIs are met; and to champion the HTA and the industry to membership and to stakeholders.

In return, our Non-Executive Directors receive Board experience, formal training and the opportunity to network with people at industry events. Moreover, you will know that you are making a difference to the HTA and to the sector as a whole. We welcome people from across our membership who have a passion for environmental horticulture to join our friendly Board.



A handwritten signature in black ink, appearing to read 'William Armitage'.

William Armitage
President
Horticultural Trades Association

About us



The Horticultural Trades Association (HTA) has 1,400 members, including garden retailers, growers, landscapers, and suppliers to the garden industry. The HTA lobbies and campaigns for its members within the horticulture industry and has an excellent reputation. We provide our members with the opportunity to learn, innovate, and network with others in the industry.



We have an effective political lobbying team working to enable the best conditions for our members to flourish across the UK and our research and insights team provide impactful data to help our members run productive and resilient businesses.



We have been running the National Garden Gift scheme since 1962. These garden gift cards can be bought and redeemed at HTA Garden centre members sites throughout the UK and can also be purchased online and in some supermarket gift card malls. It is the biggest garden gift card scheme in the country – locking in around £40 million of consumer spend to horticulture and our members' businesses.



The Board

The 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:

- 🌿 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

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.

The Board is chaired by the President and sub-committees (Audit, Remuneration, Investment, Nominations) may be chaired by other Non-Executive Directors.

The Opportunity

- 🌿 **Role:** Non-Executive Director
- 🌿 **Reports to:** HTA President & Board of Directors
- 🌿 **Term:** 3 years (with potential for renewal)
- 🌿 **Status:** Voluntary position (unpaid) – expenses reimbursed
- 🌿 **Location:** UK-wide – Board meetings held in various locations

The Role

As a Non-Executive Director, you'll play a critical role in overseeing the governance and strategic direction of the HTA. You'll bring an independent perspective to Board discussions, act as a champion for our members, and support our Executive Team in delivering long-term value to the industry.

Non-Executive Directors have the same general legal responsibilities to the HTA as any other Director and must act in a way that would be most likely to promote the success of the HTA for the benefit of its members as a whole.

This is a unique opportunity to contribute to a vibrant, future-focused sector while working alongside passionate leaders from across horticulture, business, and governance.

What you'll gain

- 🌿 The chance to help steer the UK's horticultural trade association to benefit all its members
- 🌿 Opportunities to connect and build relationships with a diverse network of leaders and businesses
- 🌿 Non-executive director training run by an accredited body
- 🌿 Insight into governance and strategy at a national level
- 🌿 The satisfaction of giving back to an industry you care about

Experience

We're looking for candidates who are employed by an organisation that holds active HTA membership. Candidates must hold, and continue to hold, active HTA membership for the duration of their term as a Non-Executive Director, and who:

- Have Board-level or senior leadership experience and are familiar with governance, strategy, or organisational oversight
- Have a good understanding of the issues facing the UK environmental horticultural sector—or a genuine interest in learning
- Bring expertise from 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
- Think strategically, ask the right questions, and constructively challenge
- Have a diplomatic and collaborative approach with a forward-thinking mindset
- Are keen to help the HTA evolve and stay relevant
- Are aligned to the HTA's purpose, values, and members
- Care deeply about member representation, sustainability, and sector growth
- Have management skills and experience, with excellent commercial awareness
- Can commit to attending 4 Board meetings, 1 AGM, and occasional strategy, training or sub-committee meetings each year.

We actively welcome and encourage applications from individuals from all backgrounds and sectors of the industry. No formal qualifications are required – we value passion, integrity, and real-world experience.

Culture

HTA Values



Our culture is built on our values of being:

M

Member focused: We put our members at the heart of everything we do, ensuring their needs and aspirations guide our decisions and actions.

I

Inclusive and collaborative: We foster a collaborative and inclusive environment where every team member's voice is valued, and diverse perspectives drive creativity and success.

T

Trusted: Trust is central to our relationships, both internally and externally, and we are committed to acting with integrity and transparency in all that we do.

I

Innovative: We embrace innovation, continuously seeking new ways to improve and push boundaries, ensuring that we stay ahead of the curve in delivering exceptional service and results.




All employees and Board members are expected to promote and uphold our values.

How to Apply

*Are you passionate about the future of UK horticulture?
Do you want to help shape the strategy of a sector-leading
organisation at the heart of environmental horticulture
and garden retail industries?*

To apply for this Non-Executive Director role, please send your CV and a brief covering letter outlining your interest and relevant experience to Kerry Whitfield, Head of HR, at recruitment@hta.org.uk. The deadline for applications is **5pm Friday 29th May 2026**. Interviews will take place in June. Applications will be reviewed on a rolling basis, so early applications are encouraged.

We're happy to have an informal conversation if you'd like to explore the role before applying.

 The HTA is committed to embedding diversity, equity and inclusion into our culture and our talent processes. We believe in creating a workplace where our people are treated with dignity and respect, a workplace free of barriers or discrimination. We will make accommodations upon request for candidates wherever needed and practical throughout the hiring process.





Be part of the future of **UK horticulture**

Join us and make a difference