For me most of 2019 was spent as Vice President, having taken on the chain in September 2019. The Chairman’s statement gives you a great update on how the association has fared so it leaves me the great pleasure of recognising a number of significant people in the association’s year.

Previous Presidents have worked hard to get your association in to a robust financial position. I thank them all, and in particular the two ‘A’s; Adam Taylor and Adam Wigglesworth for all they achieved during their time in the chain. (If your name begins with ‘C’ be prepared for a call as we are currently going through our ‘B’ phase with me as President closely followed by Brett Avery!)

The Board and Council play a key role in the management of the HTA – thank you to each and every member of them for their support and contributions.

Sector committees provide great insight for the team at the HTA as to what is happening across the membership sectors. Thank you to the chairs and members of each committee. Without their weekly input through lockdown and beyond we wouldn’t have been able to influence government anywhere near as effectively as we did.

The team at Horticulture House have risen to all the challenges thrown at them throughout the last 12 months. Without a groan or grumble they adapted to the new working conditions and worked tirelessly with and for membership. I’m hugely proud of what they and you, the membership… the beating heart of horticulture, have achieved in the face of incredible challenges. Horticulture is now truly the nation’s favourite pastime. Let’s all build on this and make it the driving force that gets ‘Britain Growing Again’.

Boyd Douglas-Davies
HTA President

Introductions
from President
and Chairman
Chairman’s Statement

It seems a little strange to be reflecting on 2019 when we have all lived through such extraordinary times since then – the conclusions of which are still to be played out. 2019 was a reset year for your association in terms of purpose and ambition. Two years ago, we set out to reinvent every aspect of our communications policy. This, combined with a closer working relationship with our sister Roundtable Group when lobbying government and sharing data, the NFU, BALI and others through the Ornamental Horticulture Roundtable, has proven how essential it is to have an informed, effective, and engaged Partnership. To be the best informed, to directly assist with Plant Health Certification processes and to be in a position, whilst lauding the principles of protecting the UK’s biosecurity, to ensure that legislation is crafted to take account of all the nuances of the UK industry and does not create any unintended damage. It is now clear that this will encourage more businesses to join us.

Collectively, we have all been impressed with the agility and resilience demonstrated on this page. We have used the words collaboration – coordination – cooperation as headings for our Autumn Conference. We have achieved great things in the past few months, working with our sister associations at the GCA and the GMA will, I’m sure, continue to reap rewards.

To reinvent every aspect of our communications policy.

Our Daily Updates throughout lockdown and all our new and key Member Updates have been well received by members. Designed to be succinct and add real value to our membership, we aim to build on their success with a revised HTA News in 2021 alongside a new website, app and improved CRM data. We have also successfully rolled out regional WhatsApp groups and will continue to work on ways to enable our membership to communicate to us and through us in real time.

Build our income to deliver more for members.

We are progressing a new gifting system which will offer more to retailers. In terms of both efficiency and technological flexibility to satisfy customer needs. In addition, we have worked to demonstrate the true financial benefits of the National Garden Gift Voucher Scheme and get more members involved in gifting.

Finance

Our aim as a not-for-profit membership association is to maximise the benefits to all members, to match our income with our expenditure, and thus to break even or declare a small surplus each year at the operating profit level. From a balance sheet perspective our aim is to take a very conservative approach to matching our liabilities with our assets and to build our net assets in line with the growth of our business and to a level that gives us cover for a “rainy day”.

Please read our formal report and accounts to view our trading performance for 2019. A summary of how our income is derived and how it is spent in demonstrated on this page.

James Barnes
HTA Chairman

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James Barnes
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HTA Chairman
Governance

We are the voice of the UK horticulture industry. For over 120 years we have represented and supported our members on issues impacting the sector. We give our members a platform to promote their business and to develop relationships with suppliers and customers. Our aim is simple: to promote, support and nurture our industry to ensure a robust and sustainable future.

The HTA Board

The HTA Board directs our affairs and is the guardian of members’ interests. It ensures our business is efficient and accountable, complying with good practice and all legal and financial requirements. The Board comprises the President, the Immediate Past President, the Vice President, the Chairman, the Senior Executive Director and eight Non-Executive Directors. Our Non-Executive directors are passionate about seeing the industry succeed. They have the same general legal responsibilities as any other director of a company, but work in a voluntary capacity. Appointments are made by the Board, often from within the Council and sector-specific committees. They are made on the individual’s knowledge and experience across all sectors of the horticulture industry. Appointments are ratified at our AGM.

Council

The HTA Council is a body of 15 regional and national representatives who voice the views of all sectors of our membership to the HTA Board. They act as ambassadors, providing a two-way flow of information and ideas. Representatives are elected by our members and work in a voluntary capacity, meeting three times a year.

Chair
(The HTA President)
Boyd Douglas-Davies
British Garden Centres

APL representative
David Sewell
The Gardenmakers

Central Southern England
Clare Norman
B&Q

Devon & Cornwall
Sarah Daniel
Pengelly Plant Centre

East Anglia
Gill Tacchi
Robin Tacchi Plants

East Midlands
Laura Jackson
Swarkestone Nursery

West Midlands
Mollie Higgins
New Leaf Plants

Essex
Tristan Bourne
Perrywood Garden Centre

London, Northern Home Counties
Rebecca Grant
Joseph Rochford Gardens

Northern Ireland
John Shannon
Inver Garden Centre

North West
Adrian Cornewall
Burleydam Garden Centre

Scotland
Helen MacDonald
Meryhathton Garden Centre

South East
Vacant

Thames & Chilterns
Alan Goul
Henry Street Garden Centre

Wales
Vacant

West of England
Vacant

Yorkshire & North East
Neil Grant
Ferndale Garden Centre
## Policy and Sustainability

### Sustainability Roadmap

As a green industry whose products and services contribute so much to the environment, we’re ambitious about what we can achieve together to do our bit for the planet and future generations.

Sustainability remains at the forefront of our members’ minds. Six in ten member businesses plan to reduce their carbon footprints over the next two years, as shown in our HTA Member Voice survey June 2020. This autumn we will begin a movement that members can join, with the launch of our first ever sustainability roadmap. The aim: to help members serve their communities and contribute to the conservation of the planet and its resources in a profitable way.

### Post-EU Trade

Promoting a competitive and growing UK horticultural industry to Government is our priority. However the UK Government’s proposals for post-Brexit cross-border trade from the 1 January 2021 threatens to place our sector at a significant disadvantage. We are undertaking an extensive lobbying campaign to urge the Government to cut the likely increased costs and potential delays at border control posts for a sector that has been through so much economically this year. We are also conducting a series of member communication programmes to make sure they are ready for the changes.

### Scotland – Uniform 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.

### Growing Media

We continue to collaborate with members across the supply chain and the Growing Media Association to promote the use of responsibly sourced growing media. We collaborate with governments to make sure members continue to have access to cost-effective and responsibly sourced components of growing media. Our work includes measuring the volume of growing media and its components supplied to the UK retail and professional sectors, work part-funded by Defra and AHDB. We have provided a response to Defra’s Peatlands consultation, making the case for the importance of a robust and resilient growing media sector. We continue to support the Growing Media Association in developing its responsible sourcing scheme to assess the social and environmental impacts of all components of growing media.

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**Reservoir**: Sywell, Northamptonshire, Midlands, UK

**Scottish Parliament Building**: at Holyrood
Communications - Coronavirus
When lockdown hit, we were there for our members.

Keep Britain Blooming
Our industry survey found that a third of UK growers could be out of business before the end of the year due to the Coronavirus lockdown. A YouGov poll showed that over 70% of those who attend garden centres would feel comfortable to do so again once measures were eased - the highest percentage for any retail sector. Using this data we launched the Keep Britain Blooming campaign to get garden centres reopened. The BBC reported on our research showing the impact garden centre closures had on British growers. HTA Chairman, James Barnes, was interviewed on BBC Radio 4’s Today programme, gardening icon, Alan Titchmarsh on BBC Breakfast, HTA President Boyd Douglas-Davies on Sky; and HTA board member, Simon Fraser, on BBC Scotland. Alan Titchmarsh joined forces with an army of fellow TV gardeners to ask millions of gardeners across the UK to get involved. And they did - they wrote to their local MPs in support of opening their local garden centre. They shared online how gardening keeps them healthy using #KeepBritainBlooming.

MP engagement
Whilst the #KeepBritainBlooming campaign engaged the public, we also needed to ensure that MPs were on side. We were relentless in our representations to the UK Government and the devolved administrations, asking them to commit to reopening garden centres in the first phase of lockdown relaxation. We worked with the NFU, RHS and others to lobby Ministers, political advisors and parliamentarians, and in all four parts of the UK, garden centres were specifically and repeatedly referred to by government in numerous debates. We sought wider political support by providing letter templates so our members and their customers could write to their local MPs in support of opening local garden centres - engaging government directly across numerous departments. This played a crucial part in garden centres becoming the first retail premises to reopen as part of the relaxation on lockdown restrictions.

Website
During the pandemic our website became a ‘go to’ for members to find out how lockdown restrictions would affect their businesses. From 23 March to the end of June, the coronavirus pages had 100,000 views – more than for the whole website in the same period last year. In a period of less than 2 weeks we launched plantsnearme.hta.org.uk to help customers find retailers who could offer home delivery. During the first week of launch, the website had over 25,000 unique users.

Safe Trading Guidance
As the possibility of garden centre reopenings became a reality, we wanted to ensure that businesses reopened in as safe a way as possible. This was vital not only to ensure the health of staff and customers, but to help show that in the case of future lockdowns, garden centres could stay open safely. Our Safe Trading Guidance was endorsed by Defra and gave advice on queueing systems, store layout, catering, and staff management. We also provided a suite of social distancing POS materials. Grower and landscape businesses received tailored advice for their sectors. Our Garden Centre Reopening web page where the guidance was available had over 15,000 views from the 16 April-31 May. This is more than double the number of views of some of our most visited web pages.

Recovery and Growth Strategy
With the National Farmers’ Union (NFU), we engaged with Defra to work towards a positive outcome for growers and provided robust evidence that supported the need for a grant aid scheme. This led to a commitment from Defra to work on a recovery and growth strategy for the wider industry, working through the OHRG. The Northern Ireland Executive has accepted the need for financial assistance with a pot of £1.5m made available for businesses to apply for. We continue to ask the Scottish Government to commit to a horticulture strategy.

“I urge businesses to use the Government’s extensive guidance and the Horticultural Trades Association’s Safe Trading Guidance when planning their reopening”.
Lord Gardiner, Defra Minister
Keep Britain Blooming
How the HTA got garden centres reopened

6 April
Released findings of data research into extent of grower financial distress, in collaboration with NFU & AHDB

20 March
We started a collaboration discussion with NFU on a Stock Compensation Scheme.

24 March
We had an initial meeting with Defra Policy Officials to discuss potential for Stock Compensation Scheme.

11 May
Garden centres in Wales were allowed to reopen.

15 May
Joint call on the CBILS scheme with DEFRA, the banks, NFU and independent growers.

29 May
Garden centres in Scotland were allowed to reopen.

22 May
Northern Ireland Assembly announced a £1.5m compensation package for ornamental horticulture. We helped shape this, lobbying to secure this funding for our members.

29 May
Garden centres in Scotland were allowed to reopen.

Nov/Dec
Summer bedding plans were finalised.

Oct/Nov
Spring bedding was planted.

Jan - March
Spring sales & early summer planting.

13 May
Garden centres in England were allowed to reopen - the only retail sector able to reopen as part of the first wave of lockdown restrictions being eased.

18 May
Garden centres in Northern Ireland were allowed to reopen.

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1 May
We launched Safe Trading Guidance for Garden Centres. Ministerial call with Lord Gardiner.

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23 March
Lockdown begins and garden centres have to close. Millions of spring plants gridlocked on UK nurseries. Most UK nurseries had to suspend all plant production and most were forced to furlough staff. Without knowing when garden centres would be able to reopen, nobody knew when they could confidently resume planting.

Throughout April and May
Multiple meetings with senior Government officials, including at No. 10, Defra and BEIS, numerous MPs and Peers to present data and suitability for garden centres to reopen.

We took part in weekly horticulture sector conference call with Mairi Gougeon MSP, Scottish Government Rural Affairs Minister, lobbying on garden centres reopening and grower compensation.

9 April onwards
We held a number of meetings with Lord Gardiner, Defra Minister on garden centres re-opening, stock compensation scheme and business assistance measures.

24 March
We had an initial meeting with Defra Policy Officials to discuss potential for Stock Compensation Scheme.

18 March
We wrote to Defra, Treasury & BEIS ministers stating why garden centres should stay open.

30 March
We started publicly lobbying for a Grower Aid Scheme and for garden centres to be reopened by asking members to write to their MPs, providing a drafted template letter for them to use.

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Media Coverage summary
8 April 2020 - 20 April 2020

We provide a monthly Market Update for members on the state of trade, helping members to understand and respond to the state of the market. This is currently downloaded by 850 member businesses, helping them benchmark themselves and identify and respond to market trends. We ran two major surveys of UK growers over the Coronavirus crisis. These got responses from over 200 ornamentals growers with a combined turnover of over £400m. The results were shared with Defra and this, along with evidence from HTA surveys on the mental, physical and educational benefits of gardening, played a major part in achieving the media coverage for our industry in the early stages of the crisis and the government’s decision to re-open garden centres. We also run the Garden Retail Monitor systems for tracking garden centre sales. These systems collect sales data from garden centres with a combined turnover of over £200m, enabling members to benchmark their performance.

Keep Britain Blooming
We led work with the National Farmers Union (NFU) and distributed by the Agriculture and Horticulture Development Board (AHDB) to collect economic impact data from growers to support our Keep Britain Blooming campaign. This was combined with retail data from our Garden Retail Monitor database of garden centre sales and research on the economic contribution of the industry to build a compelling case to government. This, and our research on the health, environmental and other benefits of horticulture helped fuel the Keep Britain blooming campaign. The result of this campaign meant the difference of around £250 million of garden centre sales in the period between garden centres and non-essential retailers reopening.

£250 MILLION+
of spending unlocked because garden centres were able to reopen first

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Plant Health

Plant Health Certification Scheme
The Plant Healthy Certification Scheme (PHCS) was launched and, despite considerable disruption caused by Coronavirus, several nurseries were audited and continue to sign up. Early feedback indicates that marked improvements to plant health management systems are being achieved by businesses that are meeting the requirements of the Plant Health Management Standard.

Plant Health Alliance
Chaired by Sir Nicholas Bacon, the Alliance is the Governing Body for the PHCS. The Alliance Steering Group has led to several nurseries being audited and continue to sign up, with improved communication and collaboration between the sector. The Committee also considers new questions to the HTA Board, determining the importance of this issue was highlighted by the attendance of HRH Prince of Wales as keynote speaker. Key industry representatives including Lord Gardiner and Nicola Spence spoke to growers, importers, NGOs and retailers to demonstrate their commitment to plant health and biosecurity.

Ornamental Horticulture Assurance Scheme (OHAS) (formerly BOPP)
The new version of OHAS Grower Standard (version 4.0) will soon be launched following an extensive review. This will ensure that the standard is not only robust and up-to-date with new legislation and current practices, but also benchmarked and aligned more closely with the Plant Healthy Certification Scheme.

Ornamental Horticulture Roundtable Group (OHRG)
We are a leading member of the OHRG – a government lobby group of ornamental horticulture groups. The Government’s commitment to work jointly with the industry on a recovery and growth strategy for the sector will be progressed through the OHRG. This includes asks around financial incentives. In October 2019 the Education and Skills subcommittee commissioned and launched the findings of a future skills survey, which will be used to input into the recovery and growth strategy.

Commercial Committee
A cross-sector committee comprising larger retailers, growers and garden product suppliers.
Chair: Caroline Owen, Scotsdals
This year, prior to the Coronavirus crisis, the Committee’s focus was on developing sustainability practices for members along with progressing apprenticeships and training options for the sector. From the beginning of the Coronavirus crisis, committee members were heavily involved in our successful Keep Britain Blooming campaign to re-open garden centres – acting as spokespeople for the industry.

Ornamentals Management Committee
The sector committee representing ornamental growers supplying both retail and amenity markets.
Chair: Martin Emmett, Bisted Nurseries
The group continues to input and influence several of the HTA’s key initiatives and issues. Priorities are on Brexit impacts, including seasonal and skilled labour immigration and raising the profile of the sector’s needs by inputting into the Government’s Migratory Advisory Committee. The committee continues to feed into our horticulture and policy teams in order to influence outcomes around Plant Passporting. The Committee also considers new and amended regulations introduced by government bodies such as the Health and Safety Executive (HSE), identifying and addressing issues that impact on members.

Committees and Groups
All committees contribute issues and questions to the HTA Board, determining specific workplans and areas to focus on. They also build better understanding through discussion and debate with each other in these forums.

Defra and International Year of Plant Health 2020
We continue to feed into pest risk assessments, represent industry interests on many other plant health issues and promote the International Year of Plant Health 2020. We have secured a reciprocal arrangement with Defra for them to support our Keep Britain Growing and Million Planting Moments consumer campaigns.

Growing Media Association (GMA)
A specialist group of the growing media producers and suppliers.
Chair: Neil Bragg, Bulrush Horticulture
The Responsible Sourcing Scheme for Growing Media has made good progress with companies now having their products audited. It is envisaged that products will start to be designated as ‘Responsible during Autumn 2020 with consumers seeing the scheme in situ during the Spring of 2021. A data collection exercise on substrate use in both the commercial and retail sectors has been completed for the last two years, providing key information on how the sector has been reducing peat use. This is a tripartite funded initiative with the Agriculture and Horticulture Development Board (AHDB), GMA/HTA and Defra. Conclusions later this year will be presented to Defra, who will use this data as evidence to shape future policy.

Plant Health Conference at Kew
As a key member of the Plant Health Alliance, we attended the Plant Health Conference at Royal Botanical Gardens Kew in February 2020. The importance of this issue was highlighted by the attendance of HRH Prince of Wales as keynote speaker. Key sector representatives including Lord Gardiner and Nicola Spence spoke to growers, importers, NGOs and retailers to demonstrate their commitment to plant health and biosecurity.
Learning & Development and Events

HTA Workshops
We had a successful start to the year, offering well-attended workshops on ‘Selling House Plants’, ‘Visual Merchandising – Planning a Sustainable Christmas’, ‘Social Media Marketing’ and ‘Digital Marketing’. The HTA’s summer agenda of online workshops proved more popular than ever with places filling at a record rate. Our autumn training agenda launched online in August to include ‘Visual Merchandising: Planning for a Covid-19 Christmas’ and a four week course in ‘Creative Marketing’.

HTA E-learning
In May we launched the HTA app, allowing users to access HTA news, resources, and e-learning from any smart device. The first of its kind in the industry, it has now been downloaded over 500 times since launch.

We are currently updating and improving our e-learning courses to include a whole redesign and better user experience; the first of these to be completed will be ‘Using Garden Plant Protection Products Safely’ and ‘Plant Area Care’. Developing new training to support our industry has been a focus for us this year and we are currently creating a training programme specifically for growers, as well as supporting the Plant Health Alliance with the development and adaptation of the Plant Healthy training course into e-learning.

Autumn Conference
Environmental sustainability was the underlying theme of the Cultivating Retail conference in November 2019. With high profile speakers and senior level member attendance, the event was jointly hosted with the Garden Industry Manufacturers Association (GIMA). Solutions that mitigate the impact of climate change and shape the implementation of the Government’s 25-year Environment Plan were among the key discussions.

Contact Conference
The focus on sustainability was continued at a well-attended and lively 2020 Contact conference in January. Speakers included Defra Chief Plant Officer, Professor Nicola Spence. An exploration into single use plastics saw David Chilvers of The Bransford Webbs Plant Company and Natalie Porter from Porter’s Fuchsias demonstrate how the industry is coming together to find a sustainable solution to the issue of plastic pots.

Marketing Forum
The importance of storytelling and the need to be authentic in your social conversations were two of the key points made at the HTA Marketing Forum in October 2019. With social media and digital technology playing an integral part of consumers’ lives, the need to be active in the ‘social’ arena is more relevant than ever.

Garden Press Event
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 which took place in March 2020 at the Business Design Centre in London. Environmental sustainability, wellbeing and involving young people in gardening were key themes throughout the day.

Virtual New Plant Awards
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 nearly five times the usual number of votes were cast, crowning Anemone FP007 ‘Frilly Knickers’ from Fairweather’s Nursery the winner. Apple ‘Trinity’ from Frank P Matthews was crowned Best in Show.

Business Improvement Schemes and Retail Development Forum
The Business Improvement Schemes, and Retail Development Forum remained popular with members, who benefited from sharing data and constructive networking. The Retail Development Forum ran at full capacity and has a waiting list in place. During the Coronavirus lockdown the Business Improvement Scheme groups met through Facebook Workplace and Zoom calls with their consultants – showing how services and support could continue to be provided to members virtually.

‘I am so much more confident posting on social media now, I feel like I can really support my business, and it has proven invaluable through this difficult period’
Attendee of Social Media Marketing workshop
Spring 2020
The APL membership grew to 350 professional landscapers, designers and gardeners. The recent APL Professional Gardener membership category was created to recognise and highlight the specific skills set of a professional gardener.

The APL Awards 2020 were held in March. Showcasing some of the best examples of domestic landscaping in the country. Wokingham based Simply Green Landscapes were the very deserved Supreme Winners.

The APL apprenticeship scheme continues and has delivered over 60 qualified apprentices into our industry since 2015. This unique scheme provides young landscapers with a series of eight week long block releases over 18 months, in addition to regular on-site assessment and coursework.

The APL Business Development Programme training course was successfully launched via Zoom, and the APL community has been connected nationwide with weekly Zoom-based cluster meetings and a WhatsApp group.

Spectacular show gardens, planned for BBC Gardeners’ World Live and RHS Hampton Court Garden Festival, were rescheduled for 2021. The APL gardens are a highlight of BBC Gardeners’ World Live. The APL Avenue features five inspirational and attainable gardens from APL member landscape companies. ‘What Lies Beneath’, designed by Professor David Stevens, is a first of its kind walk through garden that takes a vertical slice through a modern garden to demonstrate the workmanship and materials that lie beneath.

APL supported members through the Coronavirus pandemic by providing guidance allowing landscapers to operate safely from day one of lockdown, with daily updates on financial support and changes in government guidance. We produced reports, and campaigned for better support for small company directors and the self-employed, with practical advice for employers on the furlough and self-employed support schemes. We campaigned to support the landscaping supply chain as part of our garden centre reopening and grant aid for growers’ campaigns.

The APL membership grew to 350 professional landscapers, designers and gardeners. The recent APL Professional Gardener membership category was created to recognise and highlight the specific skills set of a professional gardener.

2020 marked the APL’s 25th Anniversary year.

National Children’s Gardening Week

Due to coronavirus, garden centres couldn’t hold their usual in-house events for children, so we adapted and refocused our efforts online - engaging with parents who were trying to keep children entertained at home during lockdown. We created activity sheets and competitions to post on social media channels to increase the profile and reach of National Children’s Gardening Week. Gardening celebrity Lee Connelly, the Skinny Jean Gardener, created insightful videos to give parents inspirational ideas of things to do in the garden with their kids. Both Lee and Annabelle Padwick, Founder of Life at No.27, a gardening and wellbeing therapy organisation, created fun competitions too. Take a look back at all the activities on our Facebook page @nationalchildrensgardeningweek.

epay

In order to modernise our gifting offer, we are switching to a new gift card payment services provider - epay. This is a huge undertaking, with over 950 individual garden centres involved in selling or redeeming gift cards. We are helping to facilitate integration between epay and around 20 EPOS providers whilst providing standalone gift card PDQ terminals for members without an integrated EPOS solution. epay’s system enables more accurate and frequent data integration, which allows us to better manage the scheme for members from both an administrative and financial perspective. We’re also updating the training resources and promotional materials available to members, and changing the card stock so it’s fully compostable and recyclable, as well as refreshing the card designs to appeal to new and existing customers.
Ornamental Horticulture boosts the economy

**Here's how...**

- **£5.4 billion** in tax revenues to the Exchequer were linked to ornamental horticulture in 2017.
- **£1.1 billion** was spent by UK households on garden plants and trees in 2017.
- **£2.4 billion** was spent by UK households on the services of gardeners & landscapers in 2017.
- **£1.5 billion** was contributed to UK GDP in 2017 by ornamental plants.
- **£6 billion** was spent on garden goods by UK households in 2017. That's £1 in every £100 of household spending!
- **£24.2 billion** was contributed to UK GDP in 2017 by UK ornamental horticulture and landscaping.
- **568,700** jobs across the UK were supported by ornamental horticulture & landscaping in 2017. That's 1 in every 62 jobs!


In 2018, through the Ornamental Horticulture Roundtable Group, we commissioned Oxford Economics to produce a report on the socio-economic impact of UK horticulture. It was the first time impact had been mapped in this way and its content is helping to ensure the needs of UK horticulture are considered by Government and policy-makers to better form and implement policy. We’re updating it later this year to show industry growth potential.

Get the full report at [www.hta.org.uk/marketinformation](http://www.hta.org.uk/marketinformation)