



HTA Annual Review 2022

Introductions from President and Chairman

President's Statement

At the change of any decade, we always wonder what the next ten years will have in store. As I was 'sworn in' as HTA President at the end of 2019, I couldn't have imagined what the first few years of the 2020s would have in store. A pandemic, disruption to international trade, a war in Europe and, as I write this, a drought. These challenges have been huge for our members, and in many ways have brought out the best in us as an industry. Our members have innovated, adapted, and above all helped each other. It's been humbling and inspiring as HTA President to see just what our members can do and I've been proud to see the HTA step up to help its members.

As a reflection of this, I'm pleased to report that membership satisfaction levels, which leapt dramatically in 2020, have been sustained in 2021 and 2022. Financially, the association is in a robust position thanks to high member retention rates and the strength of the National Garden Gift Voucher scheme. This scheme is key in enabling us to invest in activities that add value for members. This includes but is by no means limited to influencing government, providing information and guidance for members, or working to promote horticulture to the media, career entrants, or others.

Some key results for the team in 2021/22 are the transition of the gift card scheme to a new service provider. This has been a major project, and will enable the team to provide a better customer experience and to meet shopper demand for new formats such as e-gifting. The team has provided members with guidance on many regulatory changes. One key area of activity has been on international trade, where the team has succeeded in getting government to change its plans so that international trade arrangements for plants are fit for purpose. The team's also strengthening its horticulture offer; 2022 has seen the first workshops for members focusing on technical aspects of horticulture; we expect these to be the first steps in an expanded focus on helping to foster technical horticultural knowledge and skills in the industry.

If the last few years have shown us anything, it's that horticulture has huge long-term growth potential and a vital place in our society. Our country will see increasing demand for the health and environmental benefits that plants, green spaces and gardening to provide. I hope you'll take the time to browse through this annual report to see how your association is working to secure this robust future for its members and horticulture in the UK.

I must conclude by thanking everyone that has helped me through the 3 years (doesn't time fly!) of my presidency. You know who you all are, thank you so much.



A handwritten signature in blue ink, which appears to read 'Boyd DD'.

Boyd Douglas-Davies
HTA President

Chairman's Statement

Before putting pen to paper this year I reacquainted myself with the last two years' reviews. The phrase "extraordinary times" appeared in my introduction both years promulgated by the combination of the pandemic, the repercussions of Brexit and the impacts of climate change. Who could have anticipated a war in Europe and an extreme cost of doing business crisis would add to the pace of change we are all now coping with.

I'm not sure I can use the same phrase again. In fact, as businesses and as a nation I believe that despite all the new challenges we are becoming more agile and resilient. Notwithstanding, I see the role of the HTA being even more significant to our membership as the world becomes even more uncertain, volatile, and ambiguous, particularly with regard to the sheer weight of regulation and legislation that is coming down the road at us over the next three years.

Our task going forward is to reinforce member engagement. We will drive this by being more influential, by becoming far more relevant to your needs and by conveying this to you in a far more targeted way.

But let us look at some of the achievements we have made over the past 12 months. From a government perspective, we were, and still are, fully engaged in the three big agendas of peat, border controls and labour. The provision of formal evidence is a key activity. I believe we have been successful in influencing outcomes across all fronts. And if you judge that success to have only been partial then we have certainly been able to provide good data and information around all the issues.

I believe that we have continued to build good and fruitful relationships with both officials and Ministers, and I do feel we have started to gain a position of understanding and trust- an investment that will continue to reap benefits. In Scotland we continue to participate in monthly meetings with officials and look forward to being part of the new Cross-Party Group on Gardening.

Plant health continues to be at the centre of what we do. We have ongoing engagement with the DEFRA plant health team, APHA, and Plant Healthy Ltd. We are directly involved in conversations across a broad range of regulatory and policy development issues.

The Ornamental Horticulture Roundtable Group (OHRG) strategy "Unlocking Green Growth" provides an excellent platform for further engagement at a macro and micro level. Our ambition to gain far greater recognition of our sector's value in every sense of that word is beginning to gain momentum.

COP26 back in November highlighted the need for us to further develop our industry sustainability roadmap. We have made further progress, with member businesses with an aggregate turnover in excess of £0.5bn now publicly committed to driving progress towards the roadmap's goals. We have influenced and issued guidance on the forthcoming Extended Producer Responsibility regulation; we have made progress around the dynamics of carbon foot-printing and developing common industry approaches.

The return of our events has shown the demand for physical meetings has not diminished, and we plan to build on the success of the Garden Press Event, The Plant Show and the APL awards in the coming year.

Our income from the National Garden Gift Voucher scheme is clearly a huge benefit to providing the level of services we offer. Any change in IT systems such as those that underpin the scheme is always fraught with issues. I would like to thank the team for planning and enabling such a smooth changeover in our service provider earlier this year. We are conscious of the constant need to demonstrate its commercial benefit to members and the industry at large. We are equally conscious of making processes and systems associated with this as simple and smooth as possible.

The next twelve months will deliver a gifting plan with a clearer and simplified proposition and highlight the direct financial benefits to all members and the financial enhancements to follow. The change in provider will enable this.

What we have been quietly putting in place over the past twelve months is three key fundamental pillars that will allow us to revolutionise our member engagement.

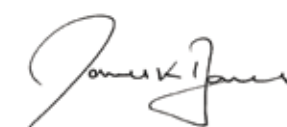
We have built a greater capability and understanding of the importance of data in supporting everything we do. The development of our Garden Retail Monitor statistics are a case in point that has allowed more extensive market insights and the start of our garden plants and products price inflation index.

Second the restructuring of our CRM systems to allow for more segmented and targeted communications.

And finally, but perhaps most significantly, the build out in terms of skill set and capability of our senior leadership team. This will take time to bed in but the combination of this with the refreshed assets of enhanced research and data and new CRM structures should make 2023 a gear change in member engagement. I am thus hopeful that we as your trade association will be even better equipped to help and support you in what may be some very challenging months ahead.

Thank you. Trade associations work best when two-way engagement is maximised, and I would like to thank all of those who have fed into our policy agenda, completed surveys, participated in our committees. Without you our ability to succeed would be seriously curtailed. Whilst we need to strive to make information even more accessible and more relevant, members will get more if they proactively interact with us.

Again, I would like to thank the HTA team for delivering above and beyond at a time of constrained resources.



James Barnes
HTA Chairman



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, the HTA Board takes a very conservative approach to matching our liabilities with our assets and to building our net assets in line with the growth of our business and to a level that gives us cover for a "rainy day". In particular, we consider the potential detriment of a market value reduction in investment values at year end.

I am thus pleased to report that year end 2021 has delivered a record Net Asset number of £3.4M placing your association in a strong position.

Notwithstanding this it would be important for me to point out where results sit for the current year.

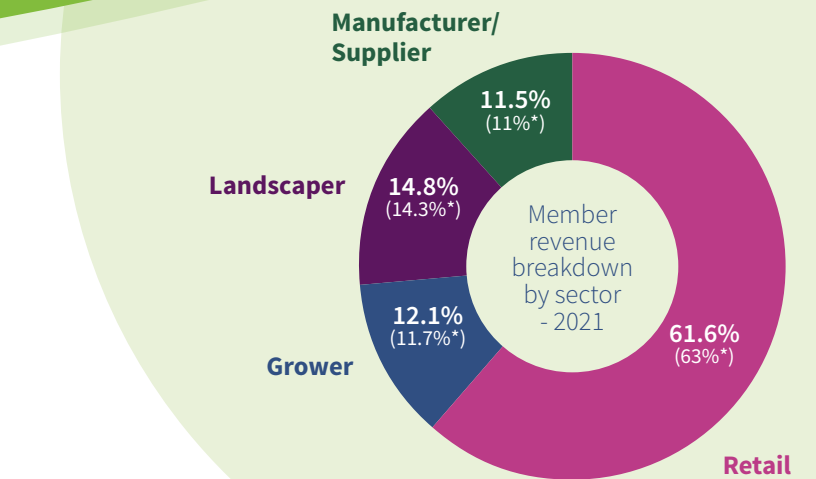
As is normal we plan for a small surplus each year at the operating profit level, which with rising income allows us to provide more for member services.

For the year end we anticipate this will still be the case but there will be two exceptional 'charges' to the profit and loss that will reduce overall profits and hence net assets.

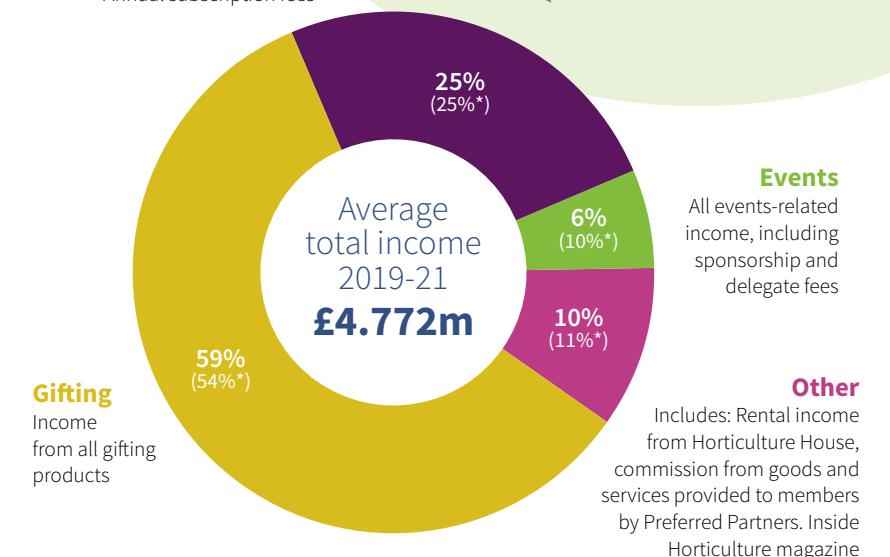
These relate to a change in the breakage arrangements with our previous gifting provider of circa £900K and as of August a loss on investments of £400K.

Just to remind members, our investment portfolio is very conservatively structured and this represents just a 3% decline in value in what have been very turbulent markets since the start of the year.

A full commentary is provided in our Report and Accounts which I encourage you to read.



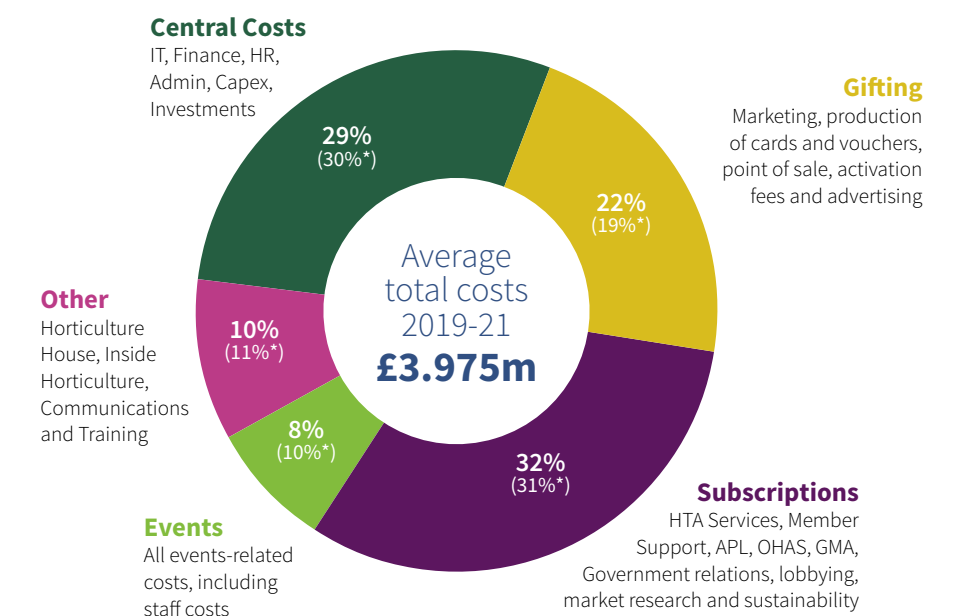
Subscriptions
Annual subscription fees



Gifting
Income from all gifting products

Events
All events-related income, including sponsorship and delegate fees

Other
Includes: Rental income from Horticulture House, commission from goods and services provided to members by Preferred Partners. Inside Horticulture magazine



Other
Horticulture House, Inside Horticulture, Communications and Training

Events
All events-related costs, including staff costs

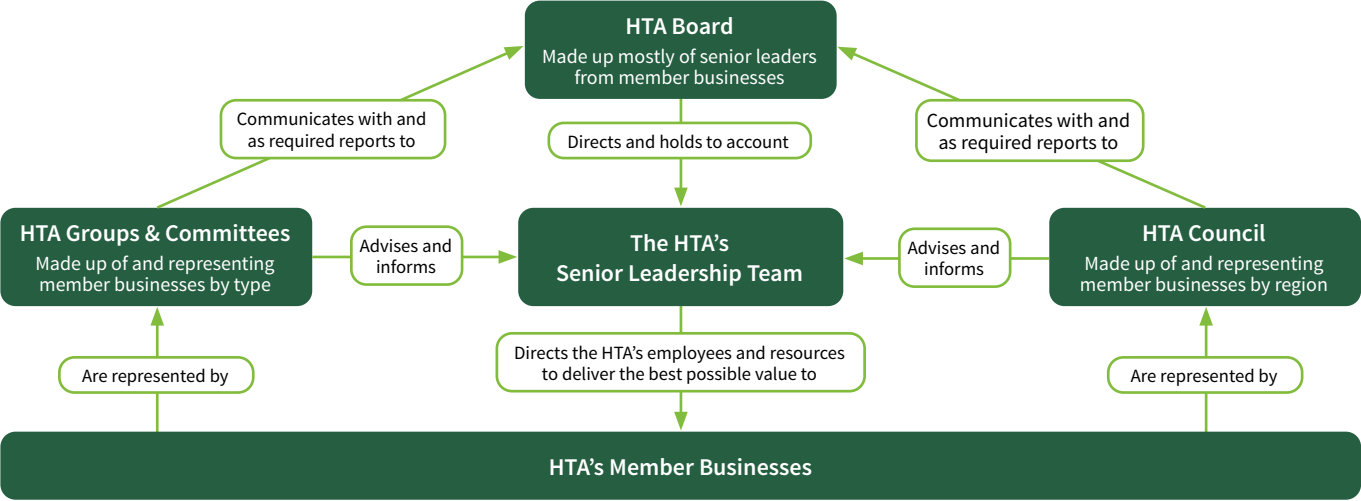
Subscriptions
HTA Services, Member Support, APL, OHAS, GMA, Government relations, lobbying, market research and sustainability

*These are 2021 percentages

Putting members at the heart of our mission

Governance

As an association, we support and nurture our industry to ensure a robust and sustainable future. 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 develop relationships with suppliers and customers. This is all enshrined in the association’s governance and leadership, which is summarised below.



The HTA Board

The HTA Board is made up of HTA members; it directs our affairs and acts as the guardian of our members’ interests. The Board holds the executive senior leadership team to account for delivering on the vision and mission of the HTA whilst providing strategic oversight to ensure the sound use of the association’s financial resources. The board comprises the President, Immediate Past President, the Vice President, and other non-executive directors from member horticultural businesses. The Senior Executive Director and Chairman from the HTA’s executive team sit on the board and are statutory directors of the HTA.

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 following a review by the nominations committee. Appointments will be senior industry figures, employed by businesses within the HTA membership. A diverse delegation provides different sector representation and a good balance of skills, knowledge and experience across all sectors of the horticulture industry. Appointments are ratified at the HTA AGM. The HTA is fully committed to the elimination of unlawful and unfair discrimination and promotes this through its Equal Opportunities policy.

HTA President	Boyd Douglas-Davies	British Garden Centres
Immediate Past President	Adam Taylor	Taylors Bulbs
Vice President	Alan Down	
HTA Chairman	James Barnes	
HTA Senior Executive and Finance Director	Alex Vick	
	Brian Fraser	Oakover Nurseries
	Jane Lawler	Lawler Associates
	Matthew Bent	Bents Garden and Home
	Simon Fraser	Ben Reid Garden Centre
	Vicky Nuttall	The Garden Industry Manufacturer's Association (GIMA)
	Geoff Caesar	Allensmore Nurseries
	Neil Grant	Ferndale Garden Centre
	Will Armitage	Mulch Garden Ltd

HTA Council

The HTA Council is a body of 16 regional representatives who voice the views of all sectors of our membership to the HTA Board. They provide guidance, advice and constructive feedback to the executive teams at HTA and are a source of feedback from and input to the HTA’s board from members.

Representatives are elected by our members and work in a voluntary capacity, meeting three times a year and are an enthusiastic group of industry experts. They regularly and honestly share their opinions, and that of their region, with the executive. Without them, the quality of information flowing into the organisation would be greatly reduced.

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 Higginson	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 Cornelissen	Burleydam Garden Centre
Scotland	Helen MacDonald	Merryhatton Garden Centre
South East	Alex Curran	Roots Plants
Thames & Chilterns	Alan Goold (stepping down)	Henry Street Garden Centre
Wales	Nicola Pugh	Pugh's Garden Village
West of England	Andy Campbell	Andy Campbell Consulting
Yorkshire & North East	Fiona Dean	Ravensworth Nurseries



Groups & Committees

HTA Committees and groups represent the different business types within our membership. There are a variety of committees in the association which ensure we meet the wants and needs of different types of member business, and act as a critical friend to the HTA team in planning and carrying out the HTA's activities for members. A few examples of our groups and committees are:

Ornamentals Management Committee (OMC)

Chair: Jonathan Whittemore,
Johnsons of Whixley Nurseries

The OMC represents ornamental growers supplying both retail and amenity markets and meets three times a year but has convened several extra-ordinary meetings this year to discuss some of the key issues facing the sector and to feed into the HTA's policy work. Priorities have focused on the impact of peat reduction on the sector, proposed changes to plant import regulations, plant health, and the future research and development needs of the ornamentals sector. In addition, the future supply of quality seasonal labour has been highlighted as a potential limiting factor to the growth opportunities we have identified for UK ornamentals production.

Growing Media Association (GMA)

Chair: Neil Bragg,
Bulrush Horticulture

GMA members are committed to the provision of high-quality growing media for gardeners and for the millions of plants grown commercially in pots and containers in the UK every year.

The group has been involved in work to deliver peat replacement targets in the UK and has been instrumental in the development of the Responsible Sourcing Scheme for Growing Media which aims to ensure that amateur and professional users have access to clear information on the environmental and social impacts of the growing media products they are using.

Since January 2021 the GMA has been an integral part of the HTA's Growing Media Taskforce. This collaborative, cross-industry grouping ensures that the industry's progress and achievements on peat reduction are represented to media and government, that government develops policies that reflect the needs of members, and that provides practical support to businesses in managing the transition away from peat in horticulture.

Association of Professional Landscapers

Chair: Holly Youde
Urban Landscape & Design Ltd.

At the start of the 2022 Holly Youde of Urban Landscape and Design Ltd was welcomed as Chair, and David Strows of Artform as Vice Chair of the Association of Professional Landscapers. Holly is the first UK female Chair of a Landscape association and during her tenure hopes to improve diversity in the industry, encouraging more females into the sector. Along with David, she is very keen to promote sustainability, working closely with HTA objectives, and being part of a cross industry group. David has been the driving force behind the Construction Codes of Practice, as he seeks to raise awareness and standards within the domestic landscape sector.



Top: Jonathon Whittemore.
Middle: Neil Bragg.
Bottom: Holly Youde

Member satisfaction: What you said and what we did

Every week we send a short satisfaction survey to one-tenth of our member contacts to get a snapshot of how members are feeling. The survey provides a window of communication for members to shape HTA's focus or address a specific issue. Not only do we respond to every comment received, but the responses are circulated to all HTA staff every week to keep the voice of our members at the heart of everything we do. We also display the weekly average score on display in our offices at Horticulture House.

Additionally, each quarter we run more comprehensive surveys asking for specific input on activities or to evidence our lobbying campaigns – we call these our 'Member Voice' surveys. For example, thanks to the information growers and retailers provided on imports and the impact of EU Exit on cross-border trade, we were able to successfully argue for the postponement of Border Control Posts. Thanks to feedback from our landscaper members, we've been prompted to change the APL Market Update to an email bulletin format, making it more accessible and mobile-friendly when out on-site. Additionally, using retailers' input on how theft affects the business, we've been able to produce a guide for members on deterring opportunistic retail crime, which we know is a costly issue for many members. To everyone who's given their feedback, thank you so much; it really does make a difference to improving and shaping what we do.



Supporting and nurturing our members

Adding value with the National Garden Gift Voucher Scheme

The National Garden Gift Voucher (NGGV) scheme plays a vital role in the promotion of gardening to UK consumers, and we have continued to grow sales, redemptions and engagement throughout 2021 and in to 2022.

Whilst adding value to our members by driving additional footfall, the National Garden Gift Voucher scheme continues to deliver income to the HTA which is re-invested to fund a broad range of benefits to members such as the association's lobbying, support for members in understanding and responding to new regulations, market information, member-guides, resources, and networking, and representation of the industry and members to the media.

To ensure that the scheme continues to deliver for our members and consumers we have undertaken a number of key projects during 2021 with the aim of future-proofing the proposition, including;

- The launch of a new eVoucher product designed to meet the gifting and payment demands of an increasingly digital and contactless customer base which was successfully launched in September 2021.
- The migration of our gift card processing infrastructure, systems and underlying technology from our legacy supplier to a new provider Epay was successfully completed on 31 December 2021.
- A drive to increase the number of retail Members selling gift cards in addition to paper vouchers – 150+ Members migrated to selling gift cards during the past 12 months.



We have delivered strong double-digit sales growth across our gifting product portfolio with cards and eVouchers performing particularly well and accounting for over 70% of all sales. Paper gift vouchers now account for 30% of our total gift voucher sales, whilst eVouchers have grown from zero to +10% of total sales within a 10-month period from launch.

Looking forward, despite volatile economic and political conditions, we expect the NGGV program to continue growth through 2023 and beyond.



Supporting knowledge and skills among members

The Basic Principles in Ornamental Nursery Management (BPONM) eLearning course was launched at the 2022 National Plant Show and consists of eight modules designed to support training, recruitment, and retention of staff.

Identifying the need within the industry to have a training programme able to give new starters basic and thorough training, the HTA have designed and developed BPONM with industry experts, to give members access to affordable, engaging, and comprehensive modules.

The eight modules are: Plant Physiology, Pest and Diseases, Growing Media and Potting, Propagation, Pruning, Nutrition and Feeding, Watering and Weeding.

"Supporting our industry with the issues around recruitment and retention is at the forefront of our mind. We have developed a course which will give the user basic comprehensive technical training in nursery management. We have spent 24 months developing this e-learning, ensuring we have something that will be of real benefit to our members."

Alexandra Jenkins, HTA Learning & Development Manager

Landscaper Apprenticeship Scheme

The APL continues to be organising partner for World Skills UK Landscape competition. The latest competition in November 2021 was won by Cameron Barker, a landscape apprentice at the APL scheme at Myerscough College. Cameron is employed by APL members Steven Foxcroft Landscapes based in the North West of the UK.

The APL Apprenticeship Scheme continues to grow. This unique scheme provides young landscapers with a series of eight week-long block releases over 18 months in addition to regular onsite assessment and coursework. Recruitment to the industry remains the biggest challenge for members and the APL have many initiatives and collaborations to try and promote this sector to school leavers and career changers.



Business Improvement Schemes

Our Business Improvement Schemes (BIS) for retailers have seen the return of face-to-face meetings this year and have continued to provide business support and networking for over 50 members.

2022 has also seen the exciting return of two-day study tours. Allowing members to spend time networking with other regional groups, visiting centres and networking.

Technical seminars for growers

A series of seven workshops is currently being delivered between June 2022 and March 2023 in association with Zest-ICM, covering a range of technical topics, many of them with a focus on sustainability. All the workshops are nursery-based, aiming to provide practical and pragmatic recommendations, based on previous research, recent developments, or current best practice. Each workshop is divided into three elements – 'classroom' activity, demonstrations, and discussion, plus the results review from the on-site observational trials. Relevant technical experts are involved at each workshop.

David Hide, Technical Manager at Fleurie Nurseries (blue high viz jacket to right) talking about irrigation in the recently constructed production house.



Cameron Barker who was named the best in the UK after winning gold at the APL WorldSkills UK final.



Keeping members informed and inspired

Advice & guidance for members

Inside Horticulture

Having now been in production for over a year, the HTA quarterly member magazine *Inside Horticulture* is designed to bring together the latest industry news and trends and a host of features to inspire and inform our members to run their businesses in a profitable way.

Members found *Inside Horticulture* helpful to their businesses as all respondents to a survey this year who have read the magazine claimed to find it extremely useful or quite useful.

Inside Horticulture comments from members
(source: HTA Member Voice survey)

- “Keeps me in touch with the trade”

“The content is always up to date and relevant”

“I like to see the news and developments within the industry.”
- “It’s a very informative magazine and helps keep up to date with things going on”

“They give me an insight to the ornamental industry overall”



New HTA Website

Following a review of the HTA’s website during 2020 we embarked on a project to re-platform and consolidate our web presence. The new provider NetConstruct was commissioned to deliver a more agile website platform enabling all the HTA’s disparate independent websites to be housed under one umbrella. The project required a full cross departmental review of all our content and copy and a migration of retained and relevant content to the new platform.

The project was successfully delivered to deadline in calendar Q1 2022 and has been well received by the industry and our members. The HTA’s ability to manage and control our wide-ranging website content is much improved and it is the first step in putting a robust platform in place that will better enable us to make information and services available to members in the coming years.

We will continue to develop our digital capability from a people and skill-set perspective as well as from a functional perspective as we seek to engage with members in an increasingly digital and self-service manner.



We have created How-to guides for members which have been developed especially with small businesses in mind. They are short, digestible, and practical guides which draw on real life examples for members.

Extended Producer Responsibility (EPR) is an upcoming change to waste management regulations, which will begin in January 2023. HTA members of all business types may find themselves “obligated producers” in more than one way, and the HTA has provided a summary document for its members to understand how the change will affect them and provided a self-assessment tool to help businesses understand what obligations are likely to be. More information and guidance can be found at hta.org.uk/EPR



‘Writing a Sustainability Plan’ was developed in partnership with Planet Mark, to provide a step-by-step approach enabling members to write their own sustainability plans for their business, along with some useful tips for which areas to focus on, and a template to make it easier to get started.

‘Complying with Regulations on Environmental Claims in Marketing’ guide and checklist gives members an overview of the principles that apply when making environmental claims, as described in the guidance from the Competition and Markets Authorities following an update in consumer protection law.

We are supporting UK growers to transition to peat-free and have produced a guide to help members transition away from peat in professional production. **‘A Guide to Peat use in Ornamental Production’** provides quick tips and ideas and an introduction to the trials, knowledge sharing, and professional networking with other growers.

Our recent Insights report **‘Reducing Opportunistic Crime in Garden Retail by Learning from the Field of Psychology’** provides an overview of how costly crime is to UK garden centres. The report provides insight from psychological theory to help members understand why crimes might be committed, what products might be at risk, and some tactics and methods to deploy to deter crime.

Market Information and research for better business decision making



2021/22 saw us expand our suite of benchmarking services for members via our new online platform which enables participants to view the results in an interactive format and filter by comparison groups of interest. These included Wages & Labour benchmarking – helping members to set competitive salaries and staff benefit packages; APL benchmarking – helping landscapers to benchmark their wages and paving efficiency rates against peers; and Financial benchmarking – providing businesses with key financial ratios to assess profitability and risk and to use in discussions with banks or other stakeholders.

We continued to develop our EPOS-based garden centre sales benchmarking system, the Garden Retail Monitor (GRM). We use this information to produce our monthly Market Update reports which digest national sales performance and the factors affecting the state of trade, such as consumer confidence, the weather, inflation and pay growth. This helps members to assess how their sales are performing versus the national benchmarks and provides a reassuring “it’s not just me” feeling during times of uncertainty.

We also released a special insights report helping members to apply psychological methods to deter retail crime - in particular theft which was reported as a major issue by 22% of retailers (and a minor issue for a further 49%).



Connecting businesses through events

The return of in-person events in 2022 was important to the HTA and its members as they provide an opportunity to showcase our industry, collaborate and connect within our network and with external stakeholders.

The Garden Press Event, delivered in conjunction with GIMA, is the opportunity for HTA members to showcase their products and promote our industry to the gardening press and media. Held at the Business Design Centre, London, 94 exhibitors attended the event on 3 March with several exhibitors expanding over multiple stands to create a larger presence at the show. Visitor numbers were high with 250 representatives from the garden press, exhibitors remarked on the quality of the media attending. Both exhibitors and visitors commented positively about the organisation and running of the show.

The **Association of Professional Landscapers (APL)** celebrated success within the industry sector at the annual awards held at the Brewery in London on 13 March. The awards recognise and reward the high standard of landscape contracting carried out by APL registered members and are used to promote APL members' commitment to quality landscaping and customer satisfaction. This flagship event was even more special in 2022 as for many it was the first time they had met with industry colleagues for over two years. Over 400 people attended the event and were thrilled to see Wokingham-based Simply Green Landscapes crowned as Supreme Winners in a collaboration award with APL designer Andrea Newill.

The National Plant Show returned bigger and better following a 2-year break. The show attracted 135 exhibitors spread over 201 stands on 21 and 22 June. There was a great buzz during the two days with over 1000 visitors from all parts of the industry attending the show to get inspiration for plant buying and stock in 2023. NPS is spread over 2 halls which incorporate mixed stands and different display areas, providing visitors with a multitude of visual delights, the ability to browse and network with exhibitors.

This year, the seminar areas provided information on member related topics including cross border trade, sustainable ornamental plant production, responsible sourcing and embedding sustainability within your business. The Young Persons Horticulture Association (YPHA) engaged with the audience, further promoting the vast career opportunities and job satisfaction of working in such a fantastic industry.



Horticulture, the Conference sees the return of our annual member conference. This will be hosted on 14 September at the International Conference Centre in Birmingham. Scanning the horizon, the theme for the day will be to present ‘what the horticulture industry will look like in 2030’.

Business services at preferential terms

With the rising cost of doing business, our Preferred Partners offer business services to help HTA members save money.

Lloyds / Cardnet has been an HTA Preferred Partner for card services provision since 2018 following rigorous checks across a number of providers. We wanted a provider that had competitive rates, transparent costs and easy-to-understand statements. As part of our ongoing checks against other providers, Lloyds offer significantly fewer added costs such as authorisation fees, non-secure payment fees and premium card fees.

Around
250 member businesses
are benefitting from Lloyds Cardnet rates.

Of these,
more than one in ten
are also benefitting from using Lloyds Cardnet E-commerce support.

Average savings per member since launch is
£2,500

Since 2018 there have been **no cost increases** and two rate reviews **reducing the costs for all members** using Lloyds and for HTA members joining the scheme.

Great Annual Savings (G.A.S.)

We were excited to launch G.A.S. in January 2022, not only because we knew they were able to help members with their costs of electricity, gas and water, but also to help members become more sustainable through providing advice and support on solar panels, wind turbines, E.V charging and waste management. Since the launch there has been a significant amount of interest from members in energy audits and renewables.

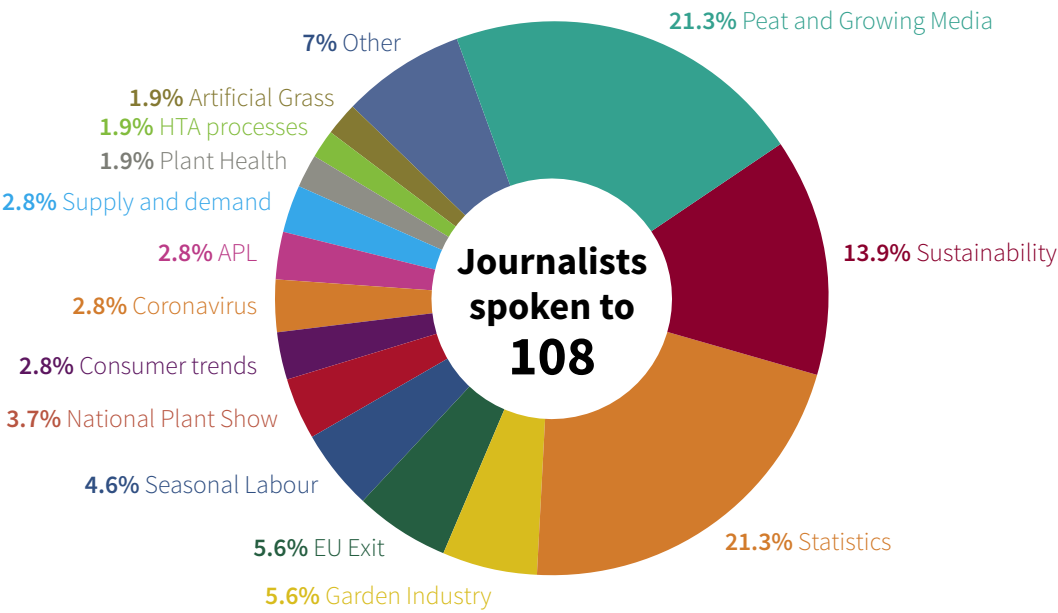
We offer a number of other Preferred Partners which enable our members to save cost, time, and improve business. These include partners for HR, Health and Safety, Telecommunications, Insurance, Packaging, Labelling, Lighting, Waste Management and Security.



Promoting members and the face of the industry

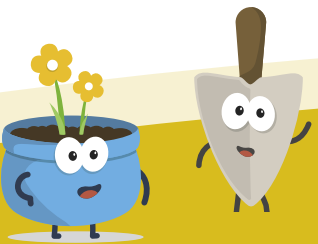
Media engagement

We work with and influence the media to highlight the key issues we are facing as an industry, informing the public and influencing policymakers. Using data, member case-studies and spotting hooks to link our stories with current events helped us support our objectives and achieve more than 1,330 pieces of coverage and build relationships with over 100 journalists between December 2021 and July 2022.



National Children's Gardening Week

Children love growing plants and love being involved in the garden but they're often impatient, wanting to see instant results. Our National Children's Gardening Week campaign aims to capture children's enthusiasm at a time when results are immediate. The week took place over the May half term, from 28 May to 5 June 2022 and helped raise the profile of gardening among young families, many of whom took up gardening for the first time over lockdown.



Ensuring a robust and sustainable future

We put in a significant amount of effort to working with government. We aim to influence the shape of future regulations so that it benefits (or does not unintentionally harm) our members. We also work to make sure that government understands the economic, social and environmental benefits of horticulture, and supports its success. Lobbying work undertaken throughout the past year has included work in the following areas

Growing Media & Peat

The HTA led the response from the Growing Media Task Force, liaising with members and stakeholders to write a comprehensive consultation response on Government proposals to remove peat from horticulture.

Our key objectives:

- Establishing a realistic timeframe for retailers and professional growers to move away from peat
- Ensuring there are exemptions for key plant groups in professional horticulture
- Government acting to remove of any barriers to accessing alternatives to peat.
- The HTA lobbied and continues to lobby Defra Ministers, MPs, Lords, and civil servants to influence policy on peat and secure the best possible outcome for our members.

Cross-border Trade

HTA lobbying helped postpone the introduction of Border Control Points until 2023.

We successfully negotiated a flat rate fee for plant import inspections and a re-evaluation of the plant risk hierarchy for 2022

We continue to work closely with Defra to design a 'trusted trader' scheme for plant importers as well as an improved integrated border system based on technology and digitisation. The HTA has called for a plant risk register for ease of trading low risk goods.

Plant Health

We inputted into the forthcoming GB Biosecurity Strategy to ensure our industry is front and centre in any future Government plans for Great Britain. We continue to push Defra to support an indemnity scheme for businesses affected by pest & disease outbreaks.

We successfully negotiated an easement for nurseries caught up in Oak Processionary Moth buffer zone boundary changes and achieved a commitment for from Defra to discuss potential regulatory changes in plant health earlier with us.

Scotland

Scottish Affairs Committee visited Member's Glendoick Garden Centre and growers in Perthshire to see the effects of workforce shortages, the committee then wrote to the Home Office to urge an expansion of the Seasonal Worker's Scheme.

Scottish Members have been given letter templates to lobby their MSPs ahead of the Peat consultation.



Sustainability roadmap

Since the launch of our sustainability roadmap in 2021, we have helped hundreds of members to make progress against the roadmap goals, either through small steps or big leaps. Well over 200 members have attended workshops or used the guides we have produced to help with getting started with a sustainability plan for their business.

Celebrating and sharing sustainability among members

We launched our Sustainability Reference Sites, a group of HTA member businesses committed to sustainability and to helping other HTA businesses move forward with sustainability. We also launched the Sustainability Roadmap Pledge, for all HTA members to pledge their support for the roadmap and demonstrate their own commitment to sustainability within their own business practice. This allows members to benefit from showing that their business is committed to sustainability on our online business directory of members. We are working with the GCA to ensure that the scheme aligns with and supports the GCA awards and inspection processes.



HTA scorecard / KPIs



HTA's own carbon footprint

In 2022, the HTA recertified for a second year with Planet Mark for our own carbon footprint during 2021. We are focusing on reducing the carbon footprint for our activities carried out at Horticulture House on behalf of our members and encouraging our staff to make more sustainable choices in both their work life and home life. Through our certification we are protecting an acre of Peruvian Rainforest, and the partnership between Planet Mark and Cool Earth also means we are not only taking climate action but helping to support indigenous peoples and local communities fighting deforestation.

Learning, development and qualifications completed by our staff

In order to provide the best possible service to members, we invest in training and development of our staff. Over 2021 and into 2022 HTA employees have completed training and qualifications in marketing, public relations, environmental management standards, finance, design, and HR. Our people are hugely important to us, and we make a point of recruiting and developing people with the values and commitment to delivering the best possible service for our members.

Our awards:



This year, we won two awards

'Sector Representation of the Year' and **'Best Member Support During Covid-19'**

We were also shortlisted for a further award – **Sustainability Initiative of the Year** at the Trade Association Forum Awards.

The awards recognise excellence, innovation and best practice amongst trade associations in the UK and demonstrate our delivery of significant member value in the past year.

Our **'Let Britain Grow'** campaign, the aim of which is to promote seamless trading post-EU Exit, won the award for **'Sector Representation of the Year'**. The win was a result of government lobbying, and advice and communications to members to support them through post-Brexit changes. We successfully helped to reduce regulatory burdens and prevented millions of pounds worth of costs for members' businesses. The judges felt we had "achieved genuine impact" and "changed government perceptions". We were also praised for building long-term relationships with multiple government departments.

We were shortlisted for **'Sustainability Initiative of the Year'**. The judges were impressed by the "practical guidance to achieve sustainability and personalised action plans" allowing members to forge their own paths to becoming more sustainable. They particularly appreciated the way these initiatives tied into our broader profile-raising and lobbying work.

In December 2021, we won the **'Best Member Support during Covid-19'** award, presented by the UK Association Awards. We were recognised for our 'innovative efforts to step up to support members' during a particularly challenging time.



HTA Team

We've got just under 50 staff at the HTA in a wide range of roles. They've each got this in common though – they're working to help our members flourish. Here are some faces and names for some of the different people working for you at the HTA.



Laura Jeffery, Market Research Executive

My role involves designing research to collect information from our membership needed to evidence our

government lobbying or internal business decisions, making sure the voice of the member is represented. I could also be interpreting consumer research and state of trade measures to produce insights for members, and I look after our benchmarking studies such as the Garden Retail Monitor of garden centre sales, the wages and labour, APL and financial benchmarking studies allowing members to compare themselves to similar businesses across these different areas.

Outside of work I love baking, painting and spending time outside or on long walks with my dog Stanley. I'm by no means an expert but having moved into my first house during lockdown, I was definitely one of the 3 million new gardeners!



Holly Parker, Learning & Development Coordinator

I co-ordinate all the practical and online training programmes for our members and support in the development of new eLearning.

I manage the admin for our Business Improvement Schemes (BIS/ RDF/NBIS) and liaise with the consultants. My role allows me to build a relationship with our members which I love. I also enjoy the creative side to my role the organisation involved in Hort-Talk, and the HTA podcast.

I have a degree in Performing Arts and absolutely love to sing! We call our little area of the office 'Musical Corner' as we're always singing or humming away to something.



Liz Williams, Sustainability Executive

I help HTA members to move forwards with their own sustainability through the HTA Sustainability Roadmap. I also look internally to address the

HTA's own sustainability and work together to reduce our carbon footprint through our partnership with Planet Mark.

I recently moved into Oxford, but love going home to South Devon when I can to see my family and the dogs (who I'm obsessed with!). I try my best at gardening, but I am still learning. I'm doing much better with my houseplant collection and have recently propagated a number of spider plants to give away to friends and family!



David Lydiat, Policy Manager

Building awareness of and advocacy for the industry to stakeholders in government is key to my role. This typically includes meeting politicians

and officials to ensure they understand ornamental horticulture and the benefits our members bring in terms of the economy, environment and health. My work is about highlighting and mitigating the challenges our members face, including the regulation burden, cost of doing business, overseas trade and the issue of peat. My team strive to ensure the best possible outcome for the industry across a wide range of policies and topics, whilst providing member support and briefings.

Having recently moved house I have been transforming an old, unloved garden; planting trees and plants that provide year-round interest and focusing on fragrant species, adapting a shaded border, laying turf, a path and creating a social area with potted dahlia and lavender. I have experimented with sewing seeds in propagators, with Echinacea and Lupins being particularly successful.



Megan Thatcher, Services Assistant

My role involves servicing our members and consumers. I love being able to communicate with people either via phone or email, helping

them with any queries they may have. These can include questions on our gifting products, claims and general membership queries. My day-to-day tasks also include the processing of voucher claims, applications for the gifting schemes and general administration tasks. Along with this I also assist in the administration of HTA and APL membership applications and ensuring these are processed in a timely manner once approved by Council and Board.

I love going to watch the rugby and try to go a couple of times a year to see England play. I've also found a new hobby in gardening since moving house. We started out with just dirt and weeds and now have blooming flowerbeds after a bit of trial and error.



Angela Bean, Communications Executive

My role involves regular contact with lots of different people – members, journalists, editors as well as internal

teams and external suppliers. Whether it's finding a member case study on a particular subject, getting specific information for a journalist, communicating sustainability initiatives, or being involved in the production of our quarterly HTA member magazine Inside Horticulture. I am always on the lookout for member stories we can include to share with other members or the media through our various channels.

At home I enjoy getting outside and finding new places to explore, experimenting with growing new plants in our garden or going on little camping adventures with my two sons.



Wayne Brough, Technical Horticulture Manager

Having spent my entire career in the ornamentals industry, my roles within the HTA are to provide technical

support to growers and other types of members, input into the various HTA groups and committees and manage the Ornamental Horticulture Assurance Scheme (OHAS). To achieve these involves a wide range of activities from delivering technical events, creating technical content for members for the HTA website and publications, liaising with government bodies, numerous types of organisations and nurseries, facilitating or chairing meetings and supporting other HTA colleagues.

In my spare time I enjoy mountain walking, gardening and watching the local football club.

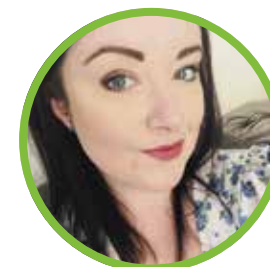


Steff Cromack, Services Assistant

I answer calls and emails from members and consumers with various general enquiries through to gift card applications, processing orders for

our gifting products and scanning the voucher claims that we receive via the post. My role also includes the processing of new membership applications for businesses wishing to join the HTA and APL seeing these through to completion. I also manage the administration for the HTA complaints process ensuring these are completed in a timely manner within our agreed service level agreements.

I was born in Australia I have been living in England for over 25 years. I love horses and enjoy riding whenever I have time.



Alexandra O'Brien, Events Organiser

I'm one of the events organisers here at HTA and I absolutely love working in events. Each large event often takes a full year to plan and involves

a lot of liaison with venues, suppliers and sponsors to make the events the best they can be for the exhibitors or delegates. There isn't really a typical day in the life of an event's organiser as it can be unpredictable; you often have to think on your feet and troubleshoot but that is part of the fun! The most exciting but also stressful parts are in the immediate run up to an event, but nothing beats the feeling of seeing it all come together on the day, it's so rewarding.

In my downtime I'm often travelling to catch up with friends, having moved from Northampton to Reading for university I often go back up there. I'm a huge foodie, I love trying out new recipes and cooking for friends and family. I also started my own indoor herb garden this year.



Katie Hayward, Marketing Executive

I work with different teams at the HTA to support the marketing needs of the business. We work on different campaigns throughout the year,

such as Christmas, Mother's Day, National Plant Show, HTA events, Learning and Development and communicating technical support for our growers, and always aim to ensure that members get the most out of their membership. My team promotes National Garden Gift Vouchers to our members and the public, via social media, emails, our websites and via point of sale. I have also just completed my level 4 certificate in professional marketing (Chartered Institute of Marketing).

I have recently bought my first home and am really enjoying decorating it and renovating the garden. I also absolutely love going to Cornwall and visit about 5 times a year!



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