Small Business Help

**Buying and Running a Florist Shop** (Alan Peck, 2005) [(B) SBH 381.4159 BUS]
A guide to all the business aspects of buying and running a florist shop, including finding the right shop, buying stock and offering delivery services.

**Design Grow Sell: a guide to starting and running a successful gardening business from your home** (Sophie Davies, 2013) [(B) SBH 635.0681 BUS]
Looks at everything from researching the competition, training and internships, to how to get your first job, develop a network and grow the business.

**Florist - BOP055** (COBRA, 2014) [Available onsite via electronic sources]
Provides information on how to start and run a florist, including information on necessary qualifications and skills required, key market issues, risk factors and relevant legislation.

**Garden Designer - BOP252** (COBRA, 2013) [Available onsite via electronic sources]
Provides information on how to start and run a garden design business, including information on necessary qualifications and skills required, key market issues, risk factors and relevant legislation.

**Garden Furniture Designer and Manufacturer – MBP357** (COBRA, 2012) [Available onsite via electronic sources]
Brief fact sheet giving sources of information and advice.

**Garden Landscaper - BOP014** (COBRA, 2013) [Available onsite via electronic sources]
Provides information on how to become a landscape gardener, including information on necessary qualifications and skills required, key market issues, risk factors and relevant legislation.
Garden Centre - BOP070 (COBRA, 2013) [Available onsite via electronic sources]
Provides information about starting up and running a garden centre, including information on necessary qualifications and skills required, key market issues, risk factors and relevant legislation

Gardener - BOP290 (COBRA, 2013) [Available onsite via electronic sources]
Provides information on how to start and run a gardening business, including information on necessary qualifications and skills required, key market issues, risk factors and relevant legislation

Gardening for profit: from home to market garden (Kate Collyns, 2013) [(B) SBH 658.11024635 BUS]
How to start a business selling fruit and vegetables you grow from a vegetable garden or wholesale. Includes both technical and business advice including finding land, what to grow and marketing and selling advice.

Urban Garden Designer - MBP144 (COBRA, 2014) [Available onsite via electronic sources]
Brief fact sheet giving sources of information and advice.

Plant and Flower Consultant - MBP145 (COBRA, 2014) [Available onsite via electronic sources]
Brief fact sheet giving sources of information and advice.

Start and run a gardening business: an insider guide to setting yourself up as a professional gardener (Paul Power, 2010) [(B) SBH 635.0681 BUS]
A practical and informative guide for anyone wishing to set up a new gardening business.

Market Research & Statistics

Garden Equipment (Key Note, 2013) [Available onsite via electronic sources]
Gives market size, industry background, competitor analysis, buying behaviour, current issues, the global market, forecasts, profiles of a few of the major companies and further sources.

Garden Products Retailing (Mintel, 2014) [Available onsite via electronic sources]
Covers growing stock, gardening tools, sundries, garden furniture, BBQs and sheds. Looks at issues in the market, strengths and weaknesses in the market and also market size and segmentation.

Gardening - UK (Verdict, 2014) [Available onsite via electronic sources]
Includes sections on Market Size, market shares, forecasts, distribution channels and sector trends.

Gardening Services - SYN 062 (COBRA, 2013) [Available onsite via electronic sources]
Covers market segmentation and performance, current trends and influences and also regulations.

Gardening in the United Kingdom (Passport Euromonitor, 2014) [Available onsite via electronic sources]
A brief report covering trends, prospects, new product developments and sales forecasts through to 2018.

Horticultural Retailing (Keynote, 2013) [Available onsite via electronic sources]
Gives market size, industry background, competitor analysis, buying behaviour, current issues and global market forecasts

Trade Magazines & Newsletters

Chronica Horticulturae (International Society for Horticultural Science, quarterly) [(P) DT 34 - E(5) Science 2]
Includes reports on international symposia and conferences and news on horticulture from around the World. There are also articles about different countries, regular features on new books/web sites and an events listing.
Monthly publication which has news items and feature articles covering topics which fall into such
categories as 'ornamentals', 'cut flowers' and 'salads'. There is also coverage of major shows like the
one held at Hampton Court.

Flora International: floral art, floristry, flower crafts (ZK.9.b.18307) [Must be ordered using Explore
the British Library]
Includes articles on all aspects of floristry, flower arranging and allied crafts, with inspiration for new
contemporary ideas from around the world. Features include seasonal ideas, articles on 'how to' and
up-to-date information on the myriad of products and services available to the florist and flower
arranger

Florist & Wholesale Buyer (Wordhouse Publishing Group, monthly) [(P) DT 25 - E(4) Science 2]
Includes articles, news items, information about companies and a regular feature called 'What's New'.
An annual directory entitled 'Product Pages' comes with the periodical. It gives A-Z and classified
listings of suppliers to the flower industry

Garden Answers (Haymarket Publications, monthly) [(P) DT 53 - E(10) Science 2]
As well as providing answers to readers' questions has features on particular plants, garden design
and 'fruit and veg'. Practical advice on gardening is also given.

Garden Centre Monthly (Flower Trade Journal Ltd, monthly) [(P) DT 43 - E(6) Science 2]
Covers many different aspects e.g. useful products, ornaments, marketing strategies and
management. There are also interviews with garden centre managers and articles about particular
centres.

Garden Design Journal (Society of Garden Designers, monthly) [ZK.9.b.7569] (Must be ordered using
Explore the British Library)
Covers technical advice, techniques and best practices. Industry news and comments and designer's
profiles

Garden & Hardware News (Media One Communications, bi-monthly) [(P) 338.47635028 -E(1) BUS]
Covers industry news and hardware innovations. Also has a Retail Plants & Shrubs supplement

Garden Retail (Haymarket Professional Publications, bi-monthly) [ZK.9.b.26583] (Must be ordered
using Explore the British Library)
Contains useful hints and tips on plant promotions, property valuations and the best marketing
strategies

Garden Trade News (Garden Communication & Media, monthly) [P.2000/907] (Must be ordered
using Explore the British Library)
All the latest garden retail news for garden centres. Gives the best selling gardening products from
around the UK

Garden Trade Specialist (Arundel Publishing, bi-monthly) [(P) 338.47635028 -E(2) BUS]
Includes news, Trade Show reviews and a buyers guide

The Horticulturist (Institute of Horticulture, quarterly) [(P) DT 00 - E(45) Science 2]
Has articles covering such topics as seeds, plant-collecting and organising gardens (including dealing
with problems). Regular features include 'Research Round the World', book reviews and lists of
events.
**Landscape & Amenity Product Update** (Tanner Stiles Publishing Ltd, monthly) [(P) WF 00 - E(23) Social Science]  
Has information about and photographs of garden products and machinery (including seats and lawnmowers).

**Nurseryman and Garden Centre** (Journal of the Horticultural Trades Association, weekly) [(P) DT 43 - E(3) Science 2]  
Contains news items, details of forthcoming events, experts' opinions and articles about, for example, particular companies, exhibitions and pack trials.

**Which? Gardening : independent expert advice** (Consumers' Association, monthly) [(P) DT 53 - E(9) Science 2]  
Includes ‘News and Views’ section, reports on tests of new products, advice on various aspects of gardening and plant-growing, new plants and flowers and also features about garden birds and garden design.

**Directories**

[(B) DIR 712.0294105 BUS]  
Guide to the members of the British Association of Landscape Industries, services and industry professionals

**Garden & Hardware Yearbook 2014** (Media One Communications) [(B) DIR 338.47635 BUS]  
Directory of Suppliers. Industry predictions. Also lists exhibitions and events

**Horticulture Week Buyers' Guide 2014** (Haymarket Publications Ltd)  
[(B) DIR 635.02941]  
Directory for commercial buyers of horticulture products and services

**Horticulture Week: Plant Suppliers Guide 2014** (Haymarket Publications Ltd)  
[(B) DIR 338.47635 BUS]  
Guide to nursery stock, bedding and pot plant suppliers in the UK and overseas

**SALTEX: official catalogue 2014** (The AFL Deeson Partnership Ltd) [(B) DIR 635.96402941 BUS]  
Institute of Groundmanship catalogue and industry buyers guide for groundscare, landscape and turfcare equipment

**Internet Sources**

**Agnet**  
Resource directory for agriculture and horticulture in the United Kingdom. Includes links to web sites and lists of addresses which are of interest to the horticulturist.  
[www.agnet.co.uk](http://www.agnet.co.uk)

**Alpine Garden Society**  
The Society is for anyone interested in alpine plants, rock gardening and rock garden plants or any small hardy plants and bulbs. Has specimen seed list, details of foreign tours and information about shows in the UK.  
[www.alpinegardensociety.net](http://www.alpinegardensociety.net)

**Association of Professional Landscapers**  
A specialist national group within the Horticultural Trades Association. Provides advice, education, research, public relations, benchmarking indexes and representation services to its members.  
[www.landscaper.org.uk](http://www.landscaper.org.uk)
British Association of Landscape Industries
BALI is the national body representing landscape contractors in the UK. Included on the site are news items and a notice board.
www.bali.co.uk

British Florist Association
Primarily aimed at professional florists however does have a consumer section with flower care tips and other information. Has an on-line directory of florists which can be searched by region. There is also information about courses and shows.
www.britishfloristassociation.org

CarryonGardening
A site created by Thrive, ‘a national charity that enables disadvantaged, disabled and older people to participate fully in the social and economic life of the community’. Included is information about tools, gardening organisations and a range of particular topics. There is also a facility for the exchange of ideas.
www.carryongardening.org.uk

Commercial Horticultural Association
The trade association for suppliers to commercial horticultural growers. The site provides a buyer’s guide to exporters/manufacturers and distributors, information about new products and listings of trade shows in the UK and overseas.
www.cha-hort.com

Flowers & Plants Association
Promotes cut flowers, indoor plants and other aspects of commercial floriculture. Membership is open to anyone working in the cut flower, indoor plant and related areas, including wholesalers, importers, exporters, retailers, growers, colleges, distributors, manufacturers and publishers
http://www.flowersandplants.org.uk/

Garden Centre Association
Provides a garden centre association members’ directory which can be searched by name or area and a list of UK events.
www.gca.org.uk

Garden Industry Manufacturers' Association
The Association describes itself as the 'major trade association in the UK garden market'. The site gives general news, information about the GIMA awards and useful industry links. Plus a New Products digest.
www.gima.org.uk

Gardenforum
Covers topical items (e.g. company results and price comparisons) and events world-wide. There is also a section which provides advice from industry specialists on a wide variety of subjects.
www.gardenforum.co.uk

Horticultural Trades Association
Has information about the HTA services and recent research. The full database is available to HTA members only and details about joining the Association are given.
www.the-hta.org.uk

Horticulture Development Company
Provides 'near-market research and development for the benefit of UK horticulture'. The site includes news items and details of UK events.
www.hdc.org.uk
Horticulture Week
The latest news, jobs and technical advice for nurseries, edibles production, garden retailing, landscaping, parks
www.hortweek.com/

Horticulture Week – What Kit?
Buyers' guide for landscape, turf, grounds maintenance, arboriculture, horticultural and amenity equipment. Includes tests, reviews, buying advice and product information.
www.whatkit.co.uk/

Institute of Horticulture
Includes information about the institutions and organisations offering courses, events world-wide and consultants. Also included is a bibliography covering 'Research Round the World' taken from the Institute’s journal The Horticulturalist.
www.horticulture.org.uk

International Society for Horticultural Science
Apart from giving information about the Society (including the events it organises and the text of its journal Chronica Horticulturae) the site allows the user to search the latest edition of the ISHS Horticulture Research International directory.
www.ishs.org

Landscape Design Trust
The Landscape Design Trust is an independent organisation, registered as a charity. This website contains information on suppliers, publications, news, jobs and links for the landscape and garden design industry.
www.landscape.co.uk

National Society of Allotment and Leisure Gardeners
Gives information about the Society’s advice/legal services and lists allotment and gardening societies both in the UK and abroad.
www.nsalg.org.uk

Royal Horticultural Society
Gives news, information about events world-wide, a full list of gardens open in the UK, advice about popular gardening topics and details of RHS libraries.
www.rhs.org.uk

Note: Every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may have been added to the collection since this document was last updated. Please ask for help at the enquiry desk or check Explore the British Library for more details.

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