



YPHA Management Development Programme 2026-2027

An information pack for employers and applicants regarding a bespoke, 60% subsidised, 9-day winter training programme for young managers working in the horticulture industry.

Facilitated by the Young People in Horticulture Association (YPHA)

Thanks to funding support from Headline Sponsor:

The Colegrave Seabrook Foundation

Plus, additional support from YPHA's Launch Success Challenge, The GCA Trust and the British Ornamentals Association

Trainer: Lindsay Muir, Cedar Associates

Venue: Pershore College

Block 1: 29th September – 1st October 2026

Block 2: 3rd November to 5th November 2026

Block 3: 19th January to 21st January 2027

Please only apply if you are available for all three blocks in full

Applications close: Friday 21 August 2026 at 8pm

Successful delegates will be contacted by the end of August 2026.

About the Programme

The YPHA Management Development Programme is a nine-day residential training course developed to provide young professionals in horticulture with essential leadership and management skills. Designed in response to a clear industry need, the course is aimed at those already working in management roles and may not previously have had access to formal training. The programme offers structured, in-depth learning in a supportive, industry-focused environment.

About the Trainer

Lindsay Muir is a highly respected leadership and management trainer with over two decades of experience, working through his consultancy, Cedar Associates. He has delivered training across a wide range of industries, with a particularly strong track record in horticulture. Known for his practical and engaging style, Lindsay brings valuable insight into team dynamics, strategic planning, and personal effectiveness. His sessions are grounded in real-world scenarios and tailored to the needs of those stepping into management roles. Widely endorsed by senior industry figures including Adam Dunnett and Boyd Douglas-Davies, Lindsay is particularly skilled at helping new and aspiring leaders build confidence, capability, and clarity.

Training Dates and Format

The programme will be delivered in three residential blocks, each lasting three days. All sessions will take place at Pershore College and run Tuesday to Thursday with accommodation and meals included. Participants are expected to attend the entirety of each block, and accommodation is available at no additional cost for the Monday night if delegates wish to arrive the afternoon/evening prior.

Confirmed dates are:

Block 1: 29th September – 1st October 2026

Block 2: 3rd November to 5th November 2026

Block 3: 19th January to 21st January 2027

All are residential and run from 8.45AM on a Tuesday to 5PM on Thursday.

Programme Content

The course is structured into three themed blocks:

Block 1: Core Identity, Team and Planning

- Strategic Planning Workshop
- Leading and Working as a Team
- Building accountability and shared goals

Block 2: Communication and Management Tools

- Communicating Successfully
- Applied Communications (e.g. handling conflict and difficult conversations)
- Personal productivity and time management

Block 3: People Skills and Growth

- Getting the Best from Staff and Volunteers
- Coaching and Supporting Development
- Managing Through Change

Who Else Will Attend?

The programme is open to 12 YPHA members. One place has been pre-allocated to a member of the YPHA Operations team who will carry on site 'course coordinator' responsibilities, leaving eleven places available to wider membership through the application process.

Applicants must currently hold management responsibility and must not have previously undertaken formal management training. Applications from those working in small or independent businesses are particularly encouraged.

To meet our funders' charitable objectives, at least two places will be allocated to retailers and a further two to growers. The remaining places are open to applicants from any sector of horticulture. As the vast majority of applications last time came from growers and retailers anyway, these minimum allocations are unlikely to affect the selection process, and members working in landscaping, grounds maintenance, plastics manufacturing, marketing, garden design or any other part of horticulture should not be discouraged from applying.

Funding Model and Employer Contribution

We have been able to secure a total of £1000 per place as a subsidy for the places on this course.

Each training day costs over £200 per delegate to run, but thanks to this subsidy, employers are only asked to contribute the equivalent of £72 per day for their employee which includes meals and accommodation.

Commitment we ask for from employers:

It is a condition of application that all delegates must attend all dates of training. Participants will be asked to sign a contract confirming their commitment to attending all dates, with repayment of ALL fees required (including any subsidised portion) in cases of non-attendance without due cause.

We also ask that employers come to an agreement with their employee regarding an appropriate arrangement for their wages and travel expenses whilst taking part, however that might need to look.

As a suggestion, it might be that employers pledge to cover two-thirds of the employees' wages during attendance and half of their travel costs. Food and accommodation is included in the £650 contribution- please be aware this is student accommodation rather than the castles and manors where Lindsay's used to hosting his courses!

Why Apply for This Programme?

This programme offers a rare opportunity to access high-quality, targeted leadership training at a significantly reduced cost. Employers will gain more confident, capable team members who can apply their new skills directly in the workplace – from planning and communication to team leadership and strategic thinking.

Although our first cohort completed the programme only four months ago, we've already seen promotions, industry speaking opportunities and significant increases in confidence across the group. Here are a few reflections on the impact the programme has had so far:"

"The biggest change for me has been how I structure my week. Before the programme I was constantly firefighting and reacting to whatever landed on my desk. Four months on, I've completely changed how I plan my time, and it's given me far more headspace to focus on the things that actually move the business forward."

"I can honestly say I'm using something from the course every week. The changes haven't been dramatic overnight, but they've fundamentally changed the way I approach management. I've become much more conscious of what I should be doing myself versus what I should be enabling others to do. Delegating used to feel like creating more work, but I've realised that investing the time upfront gives the team confidence and frees me up to think more strategically."

"The network has been just as valuable as the course content. On previous training I'd done within my own family business, everyone already knew each other, the same stories came up every time, and there were always things you felt a bit self-conscious saying out loud. Being part of a group from right across horticulture, with people from different businesses and backgrounds, meant everyone could be much more open and honest. Those conversations were incredibly valuable, and it's given me the confidence to try new approaches back at work."

Further Information

For more details or questions, please contact:

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Application form: <https://forms.gle/8nvKbdK1rEBwxNt96>