FOCUS ON AMENITY

John Moverley
Chairman – Amenity Forum

February 2015
A presentation in two halves – looking back & looking ahead
The Amenity Forum is the collective body representing the Amenity industry in relation to pesticide use

The objectives of the Amenity Forum include:

To promote and encourage proper and responsible use of pesticides and integrated methods for the control of pests, weeds and diseases

To lead, coordinate and encourage achievement of “Best Practice” objectives in Amenity pesticide use

To coordinate and encourage the establishment of sustainable qualifications, training and CPD activity, specifically for the Amenity sector

To organise activities within the Amenity Forum membership and linked organisations, such that Amenity Forum objectives are developed in a coordinated way

www.amenityforum.co.uk
CELEBRATING SUCCESS

• The last twelve months have seen real success and progress
• The National Action Plan identified the need for improvement in amenity & greater emphasis on integrated approaches
• It set targets not unchallenging but
• The amenity sector has responded and can clearly demonstrate the success of its voluntary efforts & its VI – the Amenity Forum
OUR KEY PRIORITIES

• RISK MINIMISATION
• COST EFFECTIVENESS
• TAKING AN INTEGRATED APPROACH
• WATER PROTECTION
Some Key Factors

• **Minimise risk** to the operator, to the public and to the specifier/contract awardee

• Achieve the **desired standard** in a cost effective manner

• Adopt an **integrated** approach to the task

• **Protect water**

• **Protect surrounding desired vegetation**
SOME MEASURES OF SUCCESS

• Significant membership increases & embracing all the sector
• Substantial increase in website traffic & mention in social media and the like
• 2014 Conference & Exhibition gained best feedback yet with some 200 delegates
• Introduction & success of free updating events
• For 2015, 13 locations across the UK from January to April & special event in Niin planning
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SOME MEASURES OF SUCCESS

• Golden Rules & the key principles for education & training
• Expansion & re-design of guidance notes
• Roll out to specific sectors planned – for example green keepers
• Communications – success of existing (articles, newsletter, email services) and further development planned
NEW INITIATIVES

• National Sprayer awards
• Integrated approaches – case studies, guidance building on research project, management planning
• Research Foundation for managed amenity grass
• Continuing professional development
• Watch Out!
• Greater liaison with water bodies & issues
OUR CONFERENCE 2015

• The date – October 15th
• The ambition – to further increase number attending & its reach
• The theme – Better Together
WE HAVE MADE SUBSTANTIAL PROGRESS ON DELIVERING TARGETS SET IN THE NATIONAL ACTION PLAN

• **INCREASED ENGAGEMENT** – more members, more enquiries & hits, more activities

• **INCREASED PROFILE** - for our sector & our activities in weed, pest & disease control

• **INCREASED INFORMATION** – through our website, guidance notes, more networking & for our members via the email service

• **INCREASED LOBBYING** – better putting our case, presenting the arguments to key stakeholders & influencers
BUT

WHILST WE HAVE MADE SUBSTANTIAL PROGRESS ON DELIVERING TARGETS SET IN THE NATIONAL ACTION PLAN

• **WE HAVE AREAS WHERE WE NEED TO FURTHER IMPROVE** For example, the need for training & continuous professional development

• **WE NEED TO ENGAGE EVERYONE** – The actions of the few threaten the whole. We need to stay in control

• **WE NEED ALL TO FULLY UNDERSTAND WHAT IS REQUIRED OF THEM** – For example, implementing new regulations – sprayer testing etc.

• **WE NEED EVERYONE TO UNDERSTAND & IMPLEMENT AN INTEGRATED APPROACH**
WE NEED TO ENGAGE EVERYONE IN MINIMISING RISK & FOLLOWING BEST PRACTICE

• Further increasing our database & seeking new ways to engage with a range of target groups
• Encouraging involvement in the Amenity Forum demonstrating commitment to best practice
• Encouraging adoption of Amenity Assured – making it a standard requirement
ADOPTING AN INTEGRATED APPROACH

- Considering all the options
- Making optimum use of all the tools available
- Tackling the problem effectively, efficiently and safely
OUR NATIONAL ACTION PLAN FOR THE AMENITY SECTOR

Future Actions

• Continue to lift standards and gain recognition for our professionalism

• Training and Registers – growth & sector buy in

• Adoption of integrated approaches

• Audit

• Communication:-Website, Event, Reach out to more, Other Activities
STAND UP AND BE PROUD OF OUR SECTOR

• ITS SIZE
• ITS COMPLEXITY
• ITS IMPORTANCE

• WORKING TOGETHER WE CAN DEMONSTRATE OUR COMMITMENT TO BEST PRACTICE & DRIVING UP STANDARDS

• SUPPORT THE AMENITY FORUM & WE CAN STAY IN CONTROL
Presentation on Amenity

HALF TIME!

February 2015
A presentation in two halves – looking back & looking ahead
STRATEGIC REVIEW & PLANNING

• Another task undertaken in 2014
• Root & branch – look at our vision & objectives, our way of operating, our priorities & the way ahead
• Our targets & measures of success
RE-VISITED & CONFIRMED OUR VISION

• The Amenity Forum will seek to promote and educate people towards best practice and responsible use of pesticides within the sector with the aim of protection of the environment and public health and driving up standards across all areas. Such efforts will demonstrate the sector’s ability and commitment to best practice and safeguard it against threats such as any ill-judged moves to withdraw pesticides from use.

• To achieve this, the Forum will act as the Amenity sector focus for disseminating best practice, encouraging the use of Amenity Assured as an industry standard, and promoting self-regulation and independent industry auditing.
KEY WAYS OF ACHIEVING OUR OBJECTIVES

• Preparing and promoting Guidance Notes on a range of issues to support ‘Best Practice’.
• Organising an annual conference and running workshops as well as attending events where it is important for the amenity sector to have a voice.
• Producing newsletters for wide scale distribution as well as updates specifically for members
• Keeping members informed of topical matters, producing press articles and releases and responding to consultations and the like as appropriate
• Briefing and meeting with UK and European politicians as well as key stakeholders about matters relating to weed and pest control in the amenity sector.
• Working closely with the Chemicals Regulation Directorate and other relevant organisations on all related matters
STRATEGIC ISSUES

• The need to take forward options for creating more capacity for development within the Forum

• The need to improve our organisational structure
STRATEGIC ISSUES

• The need to further increase engagement

• The need to establish approaches to seeking out external funding support for the Forum

• The need to further develop our communications policy and plans
A GLIMPSE AT OUR PLANS & THE MEASURES OF SUCCESS SET AGAINST OUR OBJECTIVES

• To promote and encourage proper and responsible use of pesticides and integrated methods to control pests, weeds and diseases

• *Continue to make representation and contribute to all relevant consultations*

• Maintain strong links with key agencies & stakeholders

• Be an active member of the Pesticides Forum and its accompanying Amenity Liaison Group.

• *Further strengthen links with the Home and Garden Liaison Group*
A GLIMPSE AT OUR PLANS & THE MEASURES OF SUCCESS SET AGAINST OUR OBJECTIVES

• To promote and encourage proper and responsible use of pesticides and integrated methods to control pests, weeds and diseases
• Keep all other influencers fully informed of activities and lobby where required
• Contribute to Annual Report of Pesticides Forum and present an update to them annually at their meetings
• Liaise with VI chairman to ensure that in his annual report to the Secretary of State, he can provide a full report on the amenity sector
• Liaise with the EA, Utility bodies and water catchment groups by attending meetings, providing reports etc.
A GLIMPSE AT OUR PLANS & THE MEASURES OF SUCCESS SET AGAINST OUR OBJECTIVES

• To lead, coordinate and encourage achievement of "Best Practice" objectives in amenity pesticide use.

• On-going review of guidance notes and preparation of new, as required, led by Communications group – review at each meeting

• Implementation of communication strategy with improved social media links and even stronger messaging

• Continue to write articles, attend events and the like, and ensure search engines continue to show high profile of Forum material
A GLIMPSE AT OUR PLANS & THE MEASURES OF SUCCESS SET AGAINST OUR OBJECTIVES

• To lead, coordinate and encourage achievement of "Best Practice" objectives in amenity pesticide use.
• Ensure hits on website continue to increase year on year
• Substantially increase our use of social media
• Achieve membership increases at least at the level forecast in our financial plans
A GLIMPSE AT OUR PLANS & THE MEASURES OF SUCCESS SET AGAINST OUR OBJECTIVES

• To coordinate and encourage the establishment of sustainable qualifications, training and CPD activity, specifically for the amenity sector.

• To work with the awarding body to see a significant year on year increase in participation in CPD

• To launch and develop the sprayer award

• To play a strong part in promoting the need for sprayer testing
A GLIMPSE AT OUR PLANS & THE MEASURES OF SUCCESS SET AGAINST OUR OBJECTIVES

• To coordinate and encourage the establishment of sustainable qualifications, training and CPD activity, specifically for the amenity sector.

• To ensure commitment to integrated control and that this is reflected in qualifications and awards

• Develop IPM within amenity

• On-going review of qualifications to ensure that they are fit for purpose
A GLIMPSE AT OUR PLANS & THE MEASURES OF SUCCESS SET AGAINST OUR OBJECTIVES

• To organise activities within the Amenity Forum membership and linked organisations, such that Amenity Forum objectives are developed in a coordinated way.

• Ensure sponsorship and support is in place to run free updating events early in each year in all regions of England and in Scotland, Wales and Northern Ireland.

• Ensure such updating events attract a wide cross section of interests and are especially focussed on those not engaged with the Forum as well as providing essential updating to existing members.
A GLIMPSE AT OUR PLANS & THE MEASURES OF SUCCESS SET AGAINST OUR OBJECTIVES

• To organise activities within the Amenity Forum membership and linked organisations, such that Amenity Forum objectives are developed in a coordinated way.

• Continue to increase attendance at the annual conference. Building on current numbers of circa 170, we seek 10% per annum increases through to 2018.

• To further strengthen the exhibition associated with the conference in terms of numbers and providing even greater networking and information receiving opportunities for delegates.
A GLIMPSE AT OUR PLANS & THE MEASURES OF SUCCESS SET AGAINST OUR OBJECTIVES

• To organise activities within the Amenity Forum membership and linked organisations, such that Amenity Forum objectives are developed in a coordinated way.

• Continue to fully engage in plans to develop a research foundation for managed amenity grass.

• Maintain current levels in terms of the regular email service and produce a six monthly newsletter for the sector
HOWEVER OUR KEY ISSUE IS RESOURCING

• We rely heavily on voluntary efforts
• We cannot afford to pay for the development time needed; it's a question of good will
• The amenity sector is important & needs to be treated as such
• We are building funding partnerships – some examples are AEA, CPA, BIGGA & IOG
• We need full support & recognition
• The sector deserves nothing less
Challenge
Opportunity
Excitement

Presentation on Amenity

FULL TIME!

February 2015