



Inspire to Aspire

UKLCA Annual Conference 2023

Tewkesbury Park Golf Club
Monday 30th January 2023
Tuesday 31st January 2023





Welcome

Another year gone! How do you feel about 2022? It certainly provided challenges for the industry, customer lawns and no doubt all our businesses.

Welcome to Tewkesbury Park, we hope you will feel comfortable in this new conference venue. We have ensured you have plenty of time to network with like-minded business operators and industry leading sponsors, without whom, we would struggle to hold such an important and valuable event.

My learning of the UKLCA and conference over the years is the more you put in, the more added value benefits you get back. Are you ready to network, reflect, learn and meet our sponsors? Will you be a member being inspired or doing the inspiration, let's hope both.

The committee are enthusiastic and committed to supporting and helping you grow your business.

Our autumn sponsor visits were a great success, the spring conference will deliver its traditional relevant and timely information on industry, technical, marketing and business matters.

We welcome ten new speakers on topics including the weather, mental health and customer services, we believe this will ensure that you have the tools, ideas and confidence to face industry challenges and grow your business in 2023 and beyond.

It's great to see old friends, saying hello to new members and making all important new connections. Enjoy the conference.

A handwritten signature in black ink, appearing to read 'John Draper', enclosed within a simple, hand-drawn oval shape.

John Draper
Chairman
UK Lawn Care Association

Conference Day 1

Industry Update

Time	Mins	Topic	Who
08:30	00:15:00	Sponsors area open	
08:45	00:30:00	Registration and name badges	
09:15	00:10:00	Chairman Opens Conference	John Draper
09:25	00:50:00	Guest Speaker plus Q & A	David Hyner
10:15	00:30:00	Break & Sponsors	
10:45	01:00:00	Crazy 8's Networking (8 * 5 minute subjects)	Delegate Participation
11:45	00:10:00	UKLCA events for 2023	John Draper
11:55	00:15:00	Industry Update & AF Lawn Care Group Update	Tom Arnold
12:10	00:15:00	Amenity Forum	Peter Corbett
12:25	01:35:00	Lunch & Sponsors	

Marketing

Time	Mins	Topic	Who
14:00	00:40:00	Guest Speaker	Steve Catchick
14:40	00:10:00	Questions & Feedback	
14:50	00:30:00	Break & Sponsors	
15:20	00:45:00	Lawncare Question Time	Panel
16:05	00:30:00	AGM	John Draper
16:35	00:30:00	Close Day One	

Evening Schedule

Origin Amenity Solutions, GreenBest and Field Compost have all generously donated towards our dinner this evening; many thanks from all members and the committee for your continued support. We hope you all have a great evening.

Time	Mins	
18:30	01:00:00	Greenbest Bar
19:30	01:30:00	Origin Amenity Solutions Dinner & Field Compost Wine Sponsor

Origin Amenity Solutions – Dinner

Origin Professional Lawn Care is a new division of Origin Amenity Solutions Limited, building on 25 years of sales and advice to the professional lawn care industry. Origin brings together key products and services from its brands, namely, Headland Amenity, Rigby Taylor and Symbio. Origin Professional Lawn Care supply a market leading range of controlled, slow and organic based fertilisers, bio-stimulants, biological products, lawn control products, grass and wildflower seed and soil improvers. Bespoke granular and liquid fertilisers are available to large scale users. With our large UK based amenity fertiliser factory and our dedicated Turfgrass Research and Technology Centre, Origin can help large and small Lawn Care professionals to maximise their service and product offering to the home owner.



GreenBest – Bar

GreenBest Ltd continue to be a proud sponsor and member of the UK Lawn Care Association. Events such as this allow us to bring industry enthusiasts together to engage, educate and network. As a manufacturer and distributor of fertilisers, soil conditioners and other related products we're here to service the turf, lawn and horticultural industries with product lines designed specifically for professionals. We're happy to say that as done so for the past five UKLCA Conferences, we are inviting you to join us at the bar for a complimentary drink from Jack, Daisy and the GreenBest Ltd team. We look forward to continuing our work with the UKLCA and its members.

+44(0)1963 364788 www.greenbest.co.uk



Field Compost – Wine

Field Compost are delighted to be sponsoring the wine for the annual conference dinner. As a family run business, we pride ourselves on the quality of our products and service. All products are produced to order and delivery is available across the whole of the UK.

We hope that you enjoy the evening



Conference Day 2

Technical

Time	Mins	Topic	Who
08:30	00:45:00	Sponsors area open	
09:15	00:05:00	Welcome Day 2	Richard Salmon
09:20	00:40:00	Selling or buying a lawncare business	Tom Arnold
10:00	00:20:00	Why Basis Lawn Assured	Teresa Meadows, BASIS
10:20	00:20:00	Water quality standards - Update	Jonathan Newman, Environment Agency
10:40	00:30:00	Understanding the Weather & Your Programme	Mark Hunt, Weatherstations
11:10	00:30:00	Break & Sponsors	
11:40	00:20:00	Soil Biology in lawn care	Ian Robertson
12:00	00:20:00	Merits of using a compost dressing and Soil Health	Ben Dyson, Field Compost
12:20	00:30:00	Managing a Multi Million pound sports complex & environment	John Ledwidge, Leicester City FC
12:50	00:10:00	Questions & Feedback	
13:00	01:10:00	Lunch	
14:10	00:35:00	Adapting your business for the unknown !	Jim Hewlett
14:45	00:10:00	Questions & Feedback	Questions and Answers
14:55	00:30:00	Mental Health and Support	Perennial
15:25	00:10:00	Q & A	
15:35	00:10:00	Conference Closing Comments	John Draper
15:45		HOME	



Conference Speakers



John Draper **Chairman, UKLCA**

John has over 30 years' experience in the green industry spanning commercial sales roles in wholesale nursery, Scotts Professional Products and finally Scotts Miracle-Gro consumer garden products. John has been operating an independent lawn care business for nearly twenty years and is the elected Chairman of the UK Lawn Care Association.



David Hyner (PSAE, FPSA, FISM, FLIP) **Motivational Speaker**

Raising aspirations, attainment and creating IMPACT! Motivational goal setting speaker, presented to over 1.2 million people globally over 23yrs. Researcher having interviewed 250+ top achievers over 25yrs. Inst. Sales Management - Lifetime achievement award. Academy for Chief Executives - Speaker hall of fame. Vistage - 14yrs speaker service. Multiple subject no1 Amazon author. Former BBC Radio show host. **FISM** – Fellow of the Inst. for Sales Management. **PSAE** – professional speaking award of excellence – professional speaking association. **FPSA** – fellow of the professional speaking association. **FLPI** – fellow of the learning and performance institute.



Tom Arnold
Vice Chairman, UKLCA

Tom is a founder member of the UKLCA and has been Vice Chair for the last two years. The UKLCA has grown from its inception in 2016 with 25 members to 100 members today. Tom spent 18 years with Bayer (formerly Aventis, Rhone-Poulenc and May & Baker) with his final role as Head of Professional Products Europe, leading a European team of over 100 staff in all key European countries focussing on the supply of chemical products to the sportsturf, local authority, industrial weed control and pest control markets. Tom left Bayer and started his own lawn care business in 2005, TopGrass UK Ltd. Over the last 17 years TopGrass has grown to be the largest independent lawn care company in the UK, employing over 30 people with depots in the South East and the Midlands. Tom believes passionately that the lawn care industry needs a voice with Government and other key stakeholders and was a founder member of the Lawn Care Group within the Amenity Forum. Tom is well aware of the challenges facing the lawn care and the amenity industry going forward and believes that these need to be handled carefully with the stakeholder's and the environment's needs in mind.



Peter Corbett
Executive Officer, Amenity Forum

Peter Corbett is an Environmental Scientist by training and has spent many years in the crop protection sector, both with international companies and distributors. For the past 10 years Peter has specialised in the Amenity sector with Rigby Taylor as Business Development Manager putting together IPM programmes for a range of Amenity situations. He is passionate that end users require complete solutions to problems and that the days of "magic in a bottle" have long gone. Sustainability moving forward is critical for our sector. The trade needs to work together to use all tools available to help manage areas for the purpose intended. The Industry must support their claims with real science and also take time to train the end users and the general public on how to get the best from the solutions being provided.



Steve Catchick

Steve is the founder of The Secret Salesforce Programme and equips businesses to develop a team of Brand Ambassadors in order to drive engagement, reduce churn and contribute to profit. He has been at the front line of customer service for over 25 years, mostly with technology companies. His award-winning customer service programme at IBM, contributed to a substantial increase in sales, customer satisfaction scores and a record high employee morale. He speaks, coaches and runs masterclasses to business leaders, organisations and SME's on winning sales through service, managing difficult customers and high impact communication. He shows managers and leaders how to develop, convert and sustain their teams as Brand Ambassadors, whether that service is delivered to customers virtually, face to face or hybrid.



Teresa Meadows
Head of Environment, Audit and Public Affairs, BASIS

Teresa is responsible for leading the audit schemes team at BASIS, who ensure compliance with legislation and best practice standards in the distributor and amenity sectors along with the development of environment-related training courses and professional development opportunities and manages public affairs for the organisation. BASIS is a charitable organisation committed to raising professional standards across the land management and food production sector. With a career background, which includes working with farmers and advisors in environmental stewardship with Natural England, improving water quality as a Catchment Advisor with Essex & Suffolk Water and in arable knowledge exchange with AHDB, she has a keen interest in the sustainable management of landscapes, along with peer-to-peer learning, education and professional development. Teresa is currently studying for a Nuffield Scholarship looking at how to increase the widespread uptake of Integrated Pest Management in the arable sector, runs a grassroots volunteering organisation in Ecuador and enjoys all activities outdoors! teresa.meadows@basis-reg.co.uk / 07943 820505

Conference Speakers



Dr Jonathan Newman

Senior Specialist Advisor, Environment Agency

The Senior Specialist Policy Advisor in the Chemicals Surveillance and Emerging Risks Team in the Environment Agency Chemicals Division. He is responsible for interpreting evidence from water chemistry monitoring data on pesticides and biocides, and providing evidence to influence policy decisions made by Defra and the HSE. He encourages the adoption of stewardship campaigns for chemicals that are problematic for the ecology and biodiversity of watercourses in England. He works with BASIS in the auditing and standards committee and liaise with a number of industry groups, including the Amenity Forum, the Voluntary Initiative. However, the UK Lawn care Association is always the most informative and useful from a personal perspective! Jonathan.newman@environment-agency.gov.uk



Mark Hunt

Weather Analytics, Prodata Weather Systems

Mark Hunt is a Technical Specialist with Prodata Weather Systems. Mark was previously the Technical Director with Headland Amenity and has been involved with the turfgrass industry since 1989, principally in the role of product development and agronomic support to turfgrass managers. His main areas of speciality are plant nutrition and disease management. He publishes a weekly Weather Blog aimed at assessing the weather outlook and its likely effects on grass growth, plant nutrition, aeration, disease management, etc. Away from work (rare) he likes to walk, run, mountain bike, motorcycle and indulge in his no.1 passions, fly tying and fly fishing.



Ian Robertson

Ian has a lifelong involvement in all things soil, growing up on an organic farm, working in various roles helping farmers understand their soils. His present role is General Manager of Sustainable Soil Management. Over the last 20 years Ian has developed the most detailed soil test, which is widely used throughout the UK and Europe, allowing farmers a greater understanding of how best to manage their soil. Ian delivers soil presentations that are practical and engaging. Ian works across all sectors of agriculture building long term relationships between himself, farmers and their soil.



Ben Dyson

Field Compost

Ben Dyson is a leading expert in the development of peat free growing media and lawn care products. He is a FACTS qualified agronomist with over 30 years' experience working in the landscaping, lawn care and composting industries. Ben has worked closely with Field (compost) Ltd over the past 12 years to help develop a number of their best-selling lawn care products.



John Ledwidge

Head of Sports Turf and Grounds, Leicester City Football Club

John started his career volunteering at Coventry City FC at just 13. After leaving school with 10 GCSE's grade A-B he began his career as an apprentice at Coventry City Football Club. John quickly moved through the ranks and ascertained his NVQ Level 2 and 3 qualifications in under 3 years and was subsequently promoted to Deputy Head Groundsman at just 19 years old. He then moved to Aston Villa to work under Jonathan Calderwood managing the training facility at Bodymoore Heath, before landing his first Head Groundsman role back at Coventry City aged just 23! After 4 years at Coventry City managing everything from concerts to near administration, along with staff cuts to hosting Olympic games in 2012, John finally moved into the Premier League as Head Groundsman at Leicester City. Now in his 9th Season at the Foxes, John has developed a department from 6 staff to 50, operating over 3 sites and has launched the Sports Turf Academy, aimed at educating the next generation of Sports Turf students alongside benefiting the local community and wider industry.



Jim Hewlett

Managing Director, Lawntech Ltd, Member of UKLCA Committee

Jim Hewlett has been in the Green Industry for 36 years since starting his landscaping business in 1987, when he was 18. Managing Director of Lawntech Ltd, Hewlett Turf & Landscapes Ltd and The Lawn Store Garden Products Ltd.



Perennial

Perennial helps anyone who creates or maintains gardens, parks, sports facilities and other green spaces. If you work with plants, trees or grass, Perennial is your charity and can help you if you need support. Everyone working in or retired from horticulture can receive our free and confidential tailored one-to-one advice, support and financial assistance for as long as extra support is needed. Perennial's friendly, experienced and professional team helps individuals and their families as they deal with life-changing events such as serious injury, long-term illness, family bereavement, redundancy or family breakdown. We want everyone who works in horticulture to know that help is here if they need it and that no problem is too large or small.

Conference Sponsors

The UKLCA would like to thank all the sponsors for their kind support throughout the year and especially at the conference. One of the benefits of being a member of the UK Lawn Care Association is that sponsors come along to most of our events and are available to ask advise, provide product and service updates and ensure that members are offered good prices.



Agrovista

Agrovista Amenity are the specialist amenity division of Agrovista UK Ltd, we are committed to customer service, research driven advice and new product innovations. We provide a comprehensive range of goods and services including fertiliser, herbicides, sprayers, spreaders, grass seed and agronomic advice to the lawn care, amenity and landscape markets.

Research & Development

We recognise that our industry is changing, and we continue to develop and research the most cost-effective and environmentally sound approach for our clients' requirements through technology, investment or acquisition.

National Sales Team

Agrovista Amenity has a nationwide sales team of BASIS and FACTS qualified specialists to provide our clients with a dedicated service.

Distribution

Our three dedicated amenity depots located in Appleton (Cheshire), Telford (Shropshire), and Stirling (Scotland), along with 20 Agrovista depots located around the UK from Elgin in Scotland to Liskeard in Cornwall allow us to utilise a distribution network that is unrivalled in the amenity industry.

Products

Working in partnership with our many local, national and international suppliers we are able to offer the industry's most comprehensive product portfolio.

Mike.Williamson@agrovista.co.uk, contact number 07909 997620



Blade Machinery

Blade Machinery Ltd. is the sole distributor in the UK of Bannerman Professional Lawn Care equipment. Manufactured in Rexdale, Toronto, Canada. Bannerman fracture tine aerator, de-thatcher and top dresser have been standard equipment used by many main UK lawn treatment franchises and independent lawn care professionals since 2000, proving to be a very reliable revenue earner. Ideally suited for the professional lawn care sector, Bannerman equipment has a reliability record stretching back more than 55 years, with an industrial build quality, fitted with Honda GX120 & GX160 engines. Fracture tine aeration has gained in popularity as a better alternative to core aeration for reducing compaction in the root zone and eliminating the need to collect cores. Bannerman's pedestrian top dresser has been specifically designed to apply a controlled amount of Fields Compost no.4 lawn conditioner material. Interest by environmentally minded home owners, to renovate lawn areas by top dressing with soil conditioner then over-seeding is gaining in popularity. Also available are the popular ski rake, a fast and efficient way to collect thatch after de-thatching, plus 4' x 3' and 4 x 6 steel drag mats used after applying top dressing to level turf area. Dave Salt.



Call Data Manager

Call Data Manager is a simple, effective and easy to use lawn care management system that improves the speed, quality and accuracy of recording data to help you run your lawn care business. The quotation module ensures pricing consistency, master route data reduces repetitive tasks, treatment recording improves payment efficiencies and "Touchbase" is an after service follow system all aimed at reducing the time of repetitive tasks and office costs. CDM is a cloud based system, it works from any computer or tablet. All staff members can accurately and easily create quotations, book additional services and update treatments, tasks and payments directly from their device. Call Data Manager is UK designed, hosted and supported. It will free up your time to concentrate on building your lawn care business with a system that grows with you. John Draper E:john@calldatamanager.com Web:calldatamanager.com



DLF Seeds

DLF focuses closely on the demands of customers as well as on the market trends of clover and grass seed. Offering one of the world's largest research and breeding programmes for both turf and forage, DLF is working consistently to improve the quality and reliability of all varieties. To meet market expectations, these varieties are tested through a worldwide trialling network for adaptation to different climatic and environmental conditions. DLF is the world's largest producer and distributor of grass seed. With subsidiaries in Denmark, Holland, UK, France, Germany, Czech Republic, Russia, China, New Zealand, South America, USA and Canada, an extended distributor and customer network serves the markets worldwide. www.dlf.co.uk Tel:01386 791 102 Email:amenity@dlf.co.uk



Field Compost

Field Compost are a family run business based near Cambridge. We are very friendly and approachable and pride ourselves on both the quality of our products as well as our service. We produce an organic lawn dressing (Field 4) which is the leading dressing used in the UK and, to our knowledge, is the only one available that is screened down to 4mm. We also manufacture a 4mm 70/30 loam based dressing (Field 5). We also supply other soil and compost blends screened to 8mm. The organic Field 4 dressing comes on a pallet containing 50 x 40 litre bags which equates to 2 cubic metres. There are also 50 x 25 litre bags of the Field 5 on a pallet. However, we can also supply mixed pallets of different products. We deliver nationwide and where possible we do so using our own trucks, which carry their own forklifts. Where we don't deliver ourselves, we use a reliable pallet network. All our products are produced to order by our own dedicated staff at our own site.

We can be contacted at lawncare@fieldcompost.co.uk or on 01440 966966



GBR Technology

GBR Technology market a wide range of products for use on sports and amenity turf and lawns. We have a sales force (many BASIS trained) across the country covering Scotland, England and Wales. A significant proportion of our products are formulated and manufactured by us at our site on the Hampshire/Berkshire border. We hold the ISO 9001 quality standard for your peace of mind. Products offered include wetting agents, fertilisers and turf nutrients, biostimulants, grass seed, spray aids, water and soil conditioners, plant protection products and lubricants. We supply a wide number of sports venues in the UK and we also export globally. We have supplied a number of lawncare companies for some years now and are increasing our focus in this area.

Conference Sponsors



GreenBest

At GreenBest we manufacture and distribute liquid, granular, and soluble fertilisers, soil conditioners and other turf and lawn care related products. We have an established bespoke service with flexible options, a successful branded range for the turf care industry and a product line designed specifically for lawn care professionals. Our success comes from combining deep technical ability with a commitment to provide the best performing products and highest quality service to our customers around the world. When we survey our SmartLawn customers, 96% of them tell us that our product quality is amongst the best in the world. Our SmartLawn range of fertilisers is designed for use by lawncare professionals. It is the only dedicated range of specially designed fertilisers providing consistent, high quality, results, knowledge, and support that came from decades of product development based on customer experience. Professional lawncare service providers use our products to deliver the best service to their customers.
+44(0)1963 364788 www.greenbest.co.uk



Hozelock

HOZELOCK-EXEL is part of Exel Industries, a group of companies which have become the world leader in precision spraying techniques for Plant Protection and is now ranked third worldwide for Materials Protection. Hozelock Exel produces both the Cooper Pegler and Berthoud brands, which have been the sprayer of choice for the professional operator for over 100 years. Robust and reliable, the spraying equipment is distinguished by diaphragm technology and offers supreme levels of comfort & efficiency.

Allan Wainwright – Sales Manager – 07814871289
Cooper Pegler – www.cooper-pegler.com/en/
Berthoud – www.berthoud.fr/en/



Origin Amenity Solutions

'Origin Professional Lawn Care products are used by many of the leading lawn care companies in the UK. Now bringing together carefully selected products from right across the Origin Amenity Solutions product portfolio, we are able to offer an unrivalled range in the Lawn Care industry. We stock a vast range of products perfect for your lawn care needs. As members of the Lawn Care Association, we take great pride in our work and service. We work with the largest companies to brand new start-ups, many have had a continuous relationship with us stretching back 15 years or more'.



ProGreen

ProGreen offer a vast range of products to suit various weed control and ground care needs. Whether you are a professional user working within amenity, horticultural, equine or forestry industries or simply a keen gardener, we will have a suitable product for you as well as free technical advice from our FACTS and BASIS qualified team. On top of this we believe in the importance of training and legislative knowledge which is why we run a wide range of training courses for subjects such as pesticide application to help people understand the importance of following set rules and guidelines.

Conference Sponsors

ProLawn Care

Richard Salmon (MBPR) – Trainer and Consultant to the UK Lawn Care Industry. Founder of the original UK Lawn Care Network in 2004 and now Honorary President of UK Lawn Care Association.

Richard offers a range of training courses, built on his 35 years of experience in turf care and sales.



Do you run a lawn care business?

Would you like your staff to be better informed to create more customer loyalty and better lawns?

Even if it meant taking them off the road for one day?

Now is a good time to train up your staff so they can be better than the opposition!!

Reviews

“Having trained with Richard in 2021 I can only say my business would not have grown to the extent it has since then. Training and industry insight was truly beneficial. This man knows the lawn care business like no other.....5 stars everyday.”

richard@prolawncareuk.com

www.prolawncareuk.com ph:0772 0072446

PSD Groundscare



PSD Groundscare are specialist suppliers of Groundscare machinery with a passion to provide innovative solutions to customers problems; supported by a national network of independent dealers and hire companies who promote our range of equipment across the whole of the UK.

Contact details: PSD Groundscare Tel:01282 856819

Email: sales@psdgroundscare.com

Web: www.psdgroundscare.com

SISIS



Dennis and SISIS are divisions within the Howardson group, manufacturers of high quality groundcare equipment. The Dennis range of mowers consists of dedicated cutting mowers and interchangeable cassette system machines that allow a range of 11 quick change cassettes to enable tasks such as cutting, scarifying, slitting and aeration to be carried out with just one power unit. Machines are available in both petrol and battery option. The SISIS portfolio consists of pedestrian scarifiers, aerators, seeders and slitters along with tractor mounted options for larger areas. The machines have a choice of various choice of blades and tines to suit all requirements. You will find our machines maintaining the finest ornamental lawns, private gardens, national trust gardens as well as local authority spaces.

www.dennisuk.com | www.sisis.com | Tel: 01332 824777

Annual Report

In 2016 I was asked to join the committee of the proposed UK Lawncare Association, we had no members, no sponsors and no money. How different the Association looks today!

Past conference themes include **Grow You, Grow Your Business; Power of Reflection : Power of Learning** and in 2022 **Reflection and Growth**. Each of the conferences has delivered great content, presentations, guest speakers around a format of industry, marketing, technical and business. As each year goes by the conference gets bigger and I hope you agree better.

A challenge is to ensure that we include as many members as possible to share ideas and concerns to grow confidence and their business.

Whilst reflecting on the period 2020 to 2022 thanks to the efforts of the committee and support of members we have achieved a great deal, here are some highlights.



We have exceeded 100 members



Membership

We have exceeded 100 members and remain on track with the business plan. Our growing membership now includes members in England, Wales, Scotland and Northern Ireland.

Finance

Our growing membership and sponsor support has enabled us to embark on investments on members UKLCA SEO, we have a new web site planned for launch Spring 2023 which will provide better support for the membership, administration and public facing information.

The Association also has a strategy for building financial reserves, so important for future security and investment.



Sponsors

Our sponsors continue to support the Association including conference, our new “hands on” summer festival and autumn 2022 supplier visits.

We have welcomed new sponsors in 2023 all of which we hope will build new relationships with the members and hopefully members will support them going forward.



Events

During 2020 and Covid, we adapted our approach to providing members with learning and networking opportunities, introducing the online Autumn webinar as a way of keeping connected. In January 2021, we held a successful spring conference; over four weeks increasing audience participation versus normal conference. We will continue to use this technology in the future as part of our events programme, such as the recent Q & A event.



As we move back to the old normal and away from “online” the Spring conference was a great success plus we held our first “Summer Festival”. This was a huge success attended by over 30 members with 50 delegates enabling hands on experience with machinery and the opportunity to look at products and services offered by our sponsors, all in an amazing setting. It will return in 2023 as a “value” event, look out for more details following the conference.

We also invested in First Aid training and BASIS Lawn Assured turnkey packages to support members with other areas of their business development.

Sponsor Vists

Did you make it to the Green Best or Origin Research Station Autumn events? A valuable learning experience for all those that attended, thank you to Origin and GreenBest for your hospitality and industry learnings.

We look forward to more sponsor visits in 2023 with plans already underway - diarise and book your place at events we have planned for 2023 we can guarantee that you and your team will find them very valuable.

Surveys

Over the last few years, we have completed a number of member surveys, thanks to all those who replied, your feedback is invaluable.

We have been busy analysing the comments received in the recent "Challenges, Opportunities and Concerns" survey so that in the year ahead we can understand and support members via our links with the Amenity Forum and Government. The benchmark data has been invaluable for building our reputation with the Amenity Forum Lawn Care Group. We are also keen to build on this, and at the same time conscious that many members do not contribute. We are researching ways to independently collate this information to share aggregated data with Government and contributing members.

Industry Challenges and Opportunities

Our key industry challenges to focus on include raising awareness and membership of BASIS Lawn Assured to both the trade and consumer. The long-awaited National Action Plan and cost of living/business will continue to provide us with finding new and efficient ways of working.

Raising awareness of the professionalism of our industry for career development along with consumer education of the benefits of enjoying a professional service provider is an on-going challenge and opportunity and we hope that the UKLCA will help provide support for members in this area.

And finally...

Committee

During the last twelve months we increased the number of committee members to eight and welcomed three new committee members. The association committee members operate independent business in England, Wales and Scotland.

If joining the committee and helping the independent sector grow appeals, don't hesitate to ask. The gift of giving can be very rewarding and doesn't have to involve money.

None of the above would be possible without the enthusiasm and support of your committee volunteers, superbly supported by your Vice-Chair Tom Arnold and Secretary Kate Hopkins for keeping the administration and finances in order.

To the Committee, on behalf of the members "Thank You."

It has been a busy two years, we have a great foundation for the future.

I wish all our members a successful and prosperous 2023.



John Draper, UKLCA Chairman



John at Amenity Forum

Amenity Forum

We have continued our close working relationship with the Amenity Forum. In October 2022, the UKLCA were invited to present to industry leaders at the Amenity Forum conference, "The relationship between Customer, Supplier and Provider". It was good to see both committee members, Green Thumb and other independent lawn care companies attending the event.

Tom Arnold continues to represent the independent sector at the Amenity Forum Lawn Care group and other government forums.

Member Interview

Jack Chapman – Kingsbury Lawn Care



**Kingsbury
Lawn Care**

The lawn treatment experts

Tell me about KLC

When did the company start

I started lawn mowing and gardening from 15 years old, which would be 2006 as a pocket money business. It stayed that way during much of my studies.

I started trading as Kingsbury Lawn Care in 2015, and formed as a limited company in 2017.

What does it look like now

That's for you to tell me! But I hope Kingsbury Lawn Care looks like a highly rated and respected lawn care business which prides itself on helping others

What effect did Covid have?

Many! It initially trapped my only full-time

employee at the time on the other side of the world! For me, my first thoughts of Covid takes me back to very long days and weekends on the tools.

It limited spring enquiries while we as a country got our heads around it, but it then led to a spike in new business during June, along with great results on the lawns as that mini-drought ended.

It led to our FSB membership, the upgrade of our HR systems and the opportunity to recruit. On reflection it was maybe a breakthrough year for us across the board if that be finance, operations, HR or marketing. How much we can and can't put down to Covid we'll never know.

When did you join UKLCA

2015 – my first conference was the last one-day 'Lawn Care Network' Conference at Shrewsbury Town FC.

What attracted you to the UKLCA

At the time Kingsbury Lawn Care was a mowing business, which made a few

“The UKLCA has been a gateway to getting to know some of the leading minds in our industry. I've attended every Conference since and have taken ideas away from each one.”

fertiliser applications as an upsell. I wanted to advance my business and knew I needed to get around the right people to do so. I came across the Lawn Care Network within a Google search. With a conference just weeks away as a one-day event only an hour or so from me there was nothing to lose.

Does being a member of the UKLCA add value to your business?

Huge value. The UKLCA has been a gateway to getting to know some of the leading minds in our industry. I've attended every Conference since and have taken ideas away from each one.

We now gain even more value as a team of 4 with the whole team being able to benefit from Conference information, or the Summer Festival, or webinars. They gain different reference points aiding their own development, picking up on ideas I miss and hopefully seeing that we're on the right track.

The UKLCA has brought at least 7 suppliers into our world at some point in time with their sponsorship.

When did you become a committee member?

2019 – I'm just completing my second two-year term. It wasn't on my radar when I arrived at the 2019 Conference but I'm glad I did.

How much time does it take?

It's varied for myself from nothing at all some months, to previously maybe dedicating much of a day to creating content. It had more of my attention in 2019 first setting up social channels and more in 2021 just due to time constraints.

What roles have you taken part in?

I've mainly played a marketing role for the UKLCA. It started with securing our social channels and fighting with Google over our Google Business Profile. It was rewarding across 2020 that the biggest source of new members for the UKLCA was via social media.

We added a scheduling tool for the UKLCA on my recommendation which has made posting less labour intensive. I pressed members into leaving the UKLCA Google reviews and the monthly testimonial you see on social channels were all created in 2021 and now automated!

My role has led to me connecting with both members and non-members online which has been great to be a part of. I enjoy taking on a few member follow-up calls prior to the Conference just for a chat – it's amazing how many don't answer their phone when it could be new business!

This year I've joined the newly formed website sub-committee to keep with my marketing slant. We've an exciting new website on the way.

Three things you have learnt about you from being involved on the Committee

Tough one.

What I've learnt about myself is that I enjoy helping others, just like how others helped me to get going. Those early conferences you can take a lot from so it's rewarding to serve the members in return.

Even if you don't feel like you have much to share in the first instance you certainly have, so maybe it's that I can add value to the association. I have more experience, self-belief and confidence since 2019, and I feel being on the committee has aided that for sure.

A question we have recently put out to all members, what are your thoughts on Concerns, Opportunities and Challenges?

A good email to put out to members for sure. We need to know how they're feeling in order to put our time and their money to best possible work.

Would you recommend to members to get involved?

Yes, without a doubt, take an active part in the UKLCA – even if that is just feedback, ideas, data collection etc. Without it the committee can't help.

Committee membership does require a element of time (of course it does) but it is highly rewarding and serves as an additional networking group. It's well worth the investment for yourself and to help others.

Member Interview

Martin Ashdown – Lawns One



LawnsOne

Tell me about LawnsOne.

LawnsOne a family run, Heather and Martin (Directors) and James our son (as senior tech) business, which has purposely evolved into a business designed to support its team and its community.

When did the company start?

We started LawnsOne in 2004 when we were running Landscape One, we were completing hi value, low turnover work and Lawn care was the ideal opposite. Covering all bases! We have only worked full time in LawnsOne from 2011 onwards

What effect did Covid have on your business?

Ha-ha. Journey times came down and we were much more efficient. Customers were in more and so lock outs were reduced and also paperless invoicing. Brilliant efficiencies and of course people were falling over themselves to spend money on their gardens. All round a positive effect on

business. However I did frequently remind myself and my team that we were very fortunate and that Covid did have some devastating effects too.

What does the business look like now?

We “sell” ourselves as the most highly rated lawn care company in the south east and we continually monitor and try to improve our metrics to be able to prove this statement. We carry out all the normal lawn care services, with a smile and the best customer service. In fact we say “We are not perfect, but its how we respond when we get it wrong that makes us special”

How many staff do you employ and how important is staff development?

Our team is everything. We can do nothing without them. We employ 3, soon to be 4 full time technicians and 2 part time office members who help Heather and I. Their development is key. I understand that I cannot hold on to my team forever, but if they are on my watch I will do my very best to ensure that they leave, more rounded, educated and hopefully better humans

“We allocate considerable resources to training and development, not all of which is designed to create a business return but more so, a human return.”

than when we first met them. We allocate considerable resources to training and development, not all of which is designed to create a business return but more so, a human return.

When did you join UKLCA?

In 2014

What changes have you seen in the UKLCA v UKLCN?

The greatest change I have seen is in myself. In 2014. I thought I knew everything. I quickly learned how little I knew. I shut my mouth, opened my ears and listened. I realised the huge pool of talent and information that the UKLCA harnesses. We have obviously changed from the somewhat informal Network as it was, to the Association that it is today, but the help, guidance and friendship it provides is astonishing. I think I would go as far to say that without the people within the association, I would not be where I am today. Finances in the association are also healthier, which means the offering is greater, more valuable and can reach a wider audience.

Does being a member of the UKLCA add value to your business?

Do I need to answer that?

A question we have recently put out to all members, what are your thoughts on Concerns, Opportunities and Challenges?

The biggest challenge I foresee is that of reduced or total abolition of weed killers and customer attitude/perception to lawncare. We are a nation of gardeners, but slowly momentum is building, and I think, in time, we will become a nation of farmers/naturalists. We will still have a place in the market, but I think our offering will be organic, mechanical – battery machines obviously, and geared more towards eco systems and habitats rather than more traditional manicured lawns. My short term concerns are electric vehicles – we cover a large area and currently these vehicles don't have the range. There are opportunities everywhere. I learnt at college many years ago that if you run a train company – you don't just run a train company, you are in transportation. If we apply the same rule to Lawn Care we are a service industry, if we create and maintain excellent levels of

service and care, it doesn't really matter what our product or offering is, people will come.

Would you recommend to the UKLCA to non-members and why?

Yes. It's like reading a book, or taking a course, or watching YouTube videos to learn (sorry Robbie) but much, much more meaningful and fun!

Thank You

“I think I would go as far to say that without the people within the association, I would not be where I am today.”

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