



#ArbMatters

Alongside our valued partners,
the Arboricultural Association is proud
to support National Tree Week again in 2018!

www.trees.org.uk/ArbMatters

Make your voice heard on
National Tree Week

24th November – 2nd December 2018

To celebrate National Tree Week, we're highlighting the value of the Arboriculture industry to the UK over the next month. Trees are so important and so often undervalued, tree care professionals get even less recognition; we want to change this.

So, with **#ArbMatters**, we're encouraging everyone to share their personal thoughts on why our industry is so important and why it needs greater recognition, using the hashtag **#ArbMatters**.

Help us showcase this sector full of experts and amazing inspirational stories of people who work with trees and push the boundaries of knowledge and learning.

How Can I Help?

Social Media Tool Kit

There are lots of ways you can help to spread the **#ArbMatters** message

Post on Twitter, Facebook, Instagram or LinkedIn along with an image of you and your team or one of our **#ArbMatters** social media cards.

Arboriculture Contributes £709 Million to UK GDP – www.trees.org.uk/EconomicReport



www.trees.org.uk/ArbMatters

Example Social Media Post:

Share a picture of you and your team explaining why **#ArbMatters** to you.

Share a picture of a colleague or figure in the industry who inspires you.

*"We're celebrating National Tree Week at **Corp Ltd** by promoting the value of **#trees** and the **#arboriculture** industry because we want people to understand why **#ArbMatters**. Did you know Arboriculture contributes £709 Million to UK GDP?"*

*"Its National Tree Week and I'm celebrating the value of the **#arboriculture** industry. I love being part of an industry with people from all walks of life, working in different roles, who are brought together by a love for **#trees** and the outdoors. That's why **#ArbMatters** to me."*

Download our Social Media Cards

www.trees.org.uk/ArbMatters



Download our e-mail signature templates





Why Arboriculture is Awesome



Arboricultural
ASSOCIATION
trees.org.uk



Variety
of careers



It contributes
£709 million
per year
to UK GDP



The arb
community



**Collaborates with
related sectors**

*Construction, Landscaping,
Planning, Architecture,
Ecology and more*



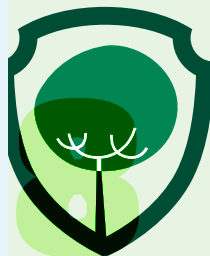
It's the
Science
of Trees



It's a
growing
industry –
over 21,000
workers



You have
an **outdoor
office**



You get to
**champion
and protect
trees**



Trees are
**hugely
valuable** –
and people
are starting
to recognise



**Tree work
is high risk
and needs
highly skilled
professionals**

#ArbMatters

Promoting the
value of the
Arboriculture industry



6 Tips for Choosing Your Arborist

Tree work operations (arboriculture) require a high degree of technical competence, supported by training and experience. For these reasons tree work should only be undertaken by well-trained, competent arborists with experience at the type of work being undertaken, e.g. tree pruning/tree removal.

6 tips for Choosing Your Arborist

Ask for a quote

(A reputable arborist will *always* give a positive response)



TIP
1



Are they insured?

TIP
2

Do they work to a British Standard?

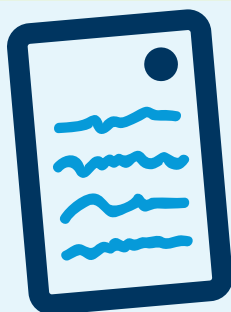


TIP
3

What qualifications do they hold?



TIP
4



Will they provide a written quote?

TIP
5

Obtain more than one quote



TIP
6



Arboricultural
ASSOCIATION

trees.org.uk

#ArbMatters Promoting the value of the Arboriculture industry



6 Careers in Arboriculture

Working in the Arboriculture industry covers a multitude of different careers, each with their own set of experiences and skills. Here's an example of just a few:

6 careers in Arboriculture

Here are examples of just a few of the many and varied career options:

Researcher

New technology and to develop breakthroughs



Trainer

Share knowledge and educate the next generation

Tree Officer

Responsible for all local authority trees, they're the 'Guardians of the Canopy'



Climber

Climbing and carrying out tree work is dangerous, highly-skilled technicians are in demand



Business Owner

Professional contractors range from small teams to UK-wide firms with regional depots

Consultant

Reach the highest level, many provide expert witness advice on criminal and civil cases

