



Arboricultural
ASSOCIATION
trees.org.uk

Arboricultural Association

Autumn Review

Our journey 2020

Despite an incredibly challenging year that no one could have anticipated, the Association saw some exciting developments and milestones reached in 2020 as we worked to support and raise the profile of arboriculture. Here are a few of the highlights...

A year in the life of the Arboricultural Association

2020 so far...

Arboriculture Skills Survey

Results of the first Arboriculture Skills Survey are published, highlighting skills shortages and other issues facing the sector which are to be presented to government in the new year.

JAN

Sarah Jackson joins the team

Sarah Jackson joins the team as Training Co-ordinator to continue the growth and evolution of the educational catalogue for the industry.



JAN

NEW VETcert Standards training, support, exams



Support, training, and examinations are rolled out for the new Veteran Tree Management Standards 'VETcert', which the AA played a big part in developing.

APR

Urban Tree World Cup



We launch the first ever Urban Tree World Cup which becomes a welcome distraction sparking debate during the lockdown. Over 16,000 votes were cast on daily social media 'matches', with London Plane crowned champions of the 32-tree tournament.

2019

AUTUMN

2020

WINTER

SPRING

1,000,000

1 million annual page views

The AA website reaches over 1 million annual page views for the first time.

FEB

#ARBatWork photo competition attracts 250 entries

#ARBatWork photo contest draws 250 entries and over 1000 votes with John Hancock the eventual winner.



MAR

AA Cancels All Major Events

The Arboricultural Association takes the difficult decision to cancel several of the year's major events including ARB Show 2020, AA Conference 'Trees & Society' and the Women in Arboriculture

networking day at Kew. All training activity is also suspended.

APR

19,000 Visit Virtual ARB Show

The Virtual ARB Show attracts over 19,000 digital visits interacting with virtual exhibitor stalls, virtual demonstrations, and online learning. The event was free for exhibitors and visitors.

Advice for those continuing to work on site during the Coronavirus pandemic



MAR

The Association acts swiftly to COVID-19

The Association acts swiftly to keep members and the industry updated on the latest coronavirus guidance as the country goes into lockdown. Resources including downloadable safe working posters and arb specific coronavirus risk assessments, made available.

MAR

Women in Arboriculture 300 register for Kew event

We celebrate women in arboriculture on International Women's Day with the #WomenInArb campaign and the launch of our first Women in

Arboriculture event at Kew which 300 people registered for.



JUN

Tree Watering sees UK campaign launch

The AA and UK Tree Officer groups launch a tree watering campaign which receives widespread support. Aiming to ensure that newly planted trees are watered regularly over the summer months, highlighting the importance of young tree maintenance.



JUL
50,000
Followers
AA social media platforms reach over 50,000 combined followers.

APR
Online Learning
Launched
Our first online learning content is released in the form of the popular Dr Andrew Hiron's 'Applied Tree Biology' series, with over 2,000 views of module one.

JUL
Women in ARB
Kit Survey
Over 250 people respond to the Women in Arboriculture kit survey, aiming to provide manufacturers and retailers with constructive feedback to improve equipment currently on offer.

JUL
Tech Guide 1
Industry consultation on Technical Guide 1: *Tree Climbing & Aerial Rescue* opens, including guidance on some of the biggest changes to climbing safety requirements in recent memory.



AUG
Socially distanced Training
Preparation begins for the September return of socially distanced training courses to AA HQ in Stonehouse, with numbers limited to 6 per course.

AUG
SRT report
SRT work positioning research report, funded by the AA research grant, is released.

Tree Health Week
OC
Inaugural Tree Health Week
The AA hosts the first ever Tree Health Week.

OC
1,034 participants
Five Tree Health Week webinars were enjoyed by 1034 participants

OC
90 countries world-wide
Participants from 90 countries around the globe have joined an AA live webinar in 2020

OC
Pre-orders open for fungi books
Pre-orders are launched for two highly anticipated fungi publications, with unprecedented demand. Order yours at: www.trees.org.uk/fungi



SUMMER

MAY
Wednesday Webinar
Arborists' Question Time
As the AA looks to replace some of the traditional training opportunities lost to the pandemic, we host our first free 'Wednesday Webinar' with the interactive panel format Arborists' Question Time.

JUN
Seven Free Webinars
By the end of June the AA had hosted 7 free webinars totalling over 15 hours of CPD for members and non-members.

JUN
ICoP update released
The updated Industry Code of Practice is released reflecting recent developments and in order to meet the many challenges we face in managing tree work at height.

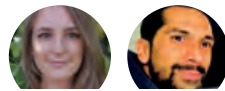


AUG
England Tree Strategy Consultation
The AA and several cross-sector partners raise concerns about the landmark 'England Tree Strategy' consultation, before submitting detailed responses in September.

SEP
Member online learning
Our new members' online learning portal with 35 hours of exclusive content is launched.

SEP
50 hours of free CPD
There were 3,709 participants for 18 free, live AA webinars between May and September, amounting to almost 50 hours of CPD.

SEP
23,000 Youtube views
As well as live webinar viewers, there are over 23,000 views of video content on YouTube.



SEP
New Chair and Vice-Chair
Michelle Ryan is voted the next Chair of the Association, with Navin Sehmi appointed as Vice Chair.

SEP
300 ARB Approved businesses
The ARB Approved Contractor accreditation surpasses 300 approved businesses for the first time in its history.



AUTUMN

OC
1.1 million page views reached
1,100,000
The AA website surpasses the figure for total page views reached in 2019 (1.1 million) by October 2020.

OC
Training Returns to AA HQ
After a 7 month shutdown, socially distanced courses held after the AA offices are converted into a covid-secure training space.



NOV
AA holds first Live Online Training
LIVE
The Association holds its first live online training course with 'Trees, Pests, Diseases and Disorders'.

NOV
Membership Grows in 2020 despite the pandemic
Membership continues to increase despite a year hampered by the pandemic. By November almost 500 new members have joined in 2020.

NOV
International pricing
A new international membership pricing system is introduced to ensure that all in the global tree community can afford access to the latest science, opinion and best practice.

Access your membership benefits online:



Members Online Learning Portal



Over 40 hours of CPD exclusively for you!

Discounts on Arboricultural Association eLearning and **LIVE** training courses

We have a growing catalogue of online training courses.



Access to the archive of digital ARB Magazines and Journals



Help for Arborists

Access to resources and guides to help you and your arb business.

Supplier Discounts Catalogue

A range of exclusive discounts for our members.