



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

[www.trees.org.uk/ArbMatters](http://www.trees.org.uk/ArbMatters)

Make your voice heard on  
National Tree Week

24<sup>th</sup> November – 2<sup>nd</sup> 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](http://www.trees.org.uk/EconomicReport)





## 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](http://www.trees.org.uk/ArbMatters)



## Download our e-mail signature templates





# Why Arboriculture is Awesome




**Variety of careers**



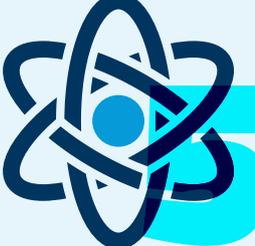
It contributes **£709 million** per year to UK GDP



**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 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?

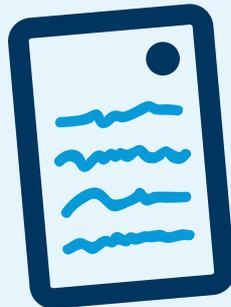


TIP  
**3**

### What qualifications do they hold?



TIP  
**4**



Will they provide a written quote?

TIP  
**5**

### Obtain more than one quote



TIP  
**6**





## 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



Arboricultural ASSOCIATION

trees.org.uk

# #ArbMatters

Promoting the value of the Arboriculture industry



#ArbMatters

Hashtags



#NationalTreeWeek