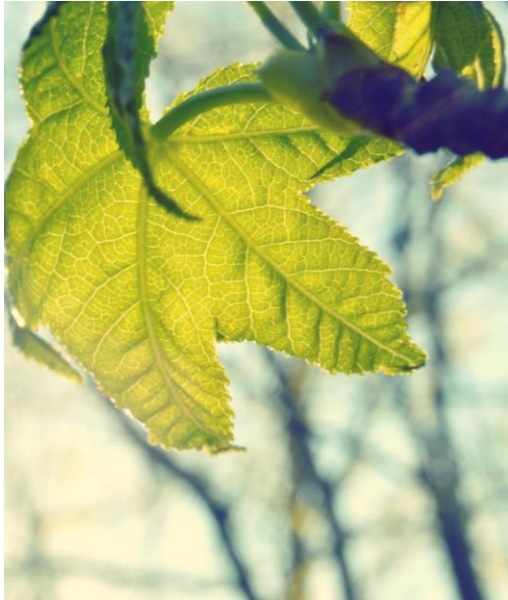


# Case Study

## Simon Cox CEnv

Director and Practising Consultant

Independent Arboriculture & Urban Forestry Ltd



Simon with Stewart Wardrop, CEO of Arboricultural Association

“I wanted to get into the arboricultural sector because inside I’m still a little boy marauding around the countryside with muddy knees, pulling thorns out my arms and searching for interesting and massive trees. I now want to preserve the environment that still gives me this enjoyment.”

Simon has recently left his role as Technical Officer at the Arboricultural Association to pursue his ambition to run his own arboricultural business. He has a wealth of experience and technical qualifications across a number of disciplines in the sector.

Before his role at the Arboricultural Association he worked for a large national land-based contracting company where he headed up the arboriculture team, gaining them ArbAC status.

Simon is now going it alone. When asked what he does, Simon responded: “It’s more about what I am going to do. Having spent my career to date employed I decided a change is in order. I am looking to develop a business offering technical or consultancy services specific to arboriculture and urban forestry.”

Simon is the first Arboricultural Association member to become a Chartered Environmentalist (CEnv) in three years. So, what inspired him to complete the application? “I look around at my peers and reflect on what they have achieved, and around 70 of them hold the CEnv registration. I did it to be able to compare myself to others, for my knowledge and professional experience to be scrutinised and for the overall sense of achievement.”

He added; “I’m currently in the initial proud and smug phase. Someone asked me last week how I ended up doing what I am doing. I gave a very quick career overview and then said ‘And, I have recently become chartered!’”