



# AMENITY MANAGEMENT **PLANNING FOR THE FUTURE**

ANNUAL CONFERENCE &  
EXHIBITION OF THE AMENITY FORUM

**TO BE HELD ON THURSDAY OCTOBER 15<sup>TH</sup>  
ONLINE**



## **This will be a fully online event as below:**

- Full programme including comfort breaks - you will also get a full recording to refer back to.
- Information-rich discussion involving key policymakers, stakeholders and expert speakers.
- Conference materials provided in advance, including speaker biographies.
- Speakers presenting via webcam, accompanied by slides if they wish, using a professional online conference platform.
- Opportunities for live delegate questions with speakers.
- A recording of the addresses, all slides cleared by speakers, and further materials, will be made available to all delegates afterwards as a permanent record of the proceedings.

# Welcome to our annual conference brochure 2020

**We believe that we have once again assembled an excellent range of speakers to interest everyone with an involvement in the amenity sector.**

What a difference a year makes! 2020 will certainly be remembered by everyone and what has happened has impacted upon all our lives. There has been personal tragedy and great restrictions and the impact of the pandemic will be felt for many years ahead,

2020 is also a year when the UK and national governments are consulting on the review of the National Action Plan. This was first constructed some years ago as a requirement on EU nations to implement the Sustainable Use Directive. Whilst the UK is now to leave the EU, the government feel it important to still have such a plan to cover all aspects of weed, pest and disease management in agriculture and amenity. Our conference comes at a very important time in the consultations, an opportunity to hear what is being discussed.

What is clear is that the happenings of recent times and the direction of policy will require the amenity sector to continue to innovate and consider new ways going forward as well as adapt to changing requirements. We have brought together some outstanding speakers who will address current issues, challenges and opportunities. The sector has led the way in adopting integrated approaches and the essential nature of work in amenity management has really been highlighted in recent times.

It is important that the sector shows it can rise to the challenge and get fully behind best practice and driving up standards. It is important that the

sector does this itself and it is not imposed by others and it is important that we stand together in our endeavours. The Amenity Standard introduced this year is set to be a game changer for our sector and we all must support.

The Amenity Forum conference and exhibition has become very much the must attend event for all with an interest in this area. This brochure provides information on the conference programme, our speakers and importantly our conference supporters who help make this event possible.

## INDEPENDENT CHAIRMAN

*John Moverley*

Professor John Moverley, OBE  
john.moverley@amenityforum.co.uk  
Tel: 07847 127238

## SECRETARY

*Kate Hopkins*

Kate Hopkins  
admin@amenityforum.net

## FORUM WEBSITE

For information about the Forum and its activities, visit our website at [www.amenityforum.co.uk](http://www.amenityforum.co.uk). This contains guidance materials and, following today's event, copies of the speakers' presentations.

4 BASIS CPD points available for attending this event online.

# Morning Programme

08:45	Registration
09:35	<b>Welcome &amp; Introduction</b> <i>Professor John Moverley, OBE</i>

## POLICY & ITS IMPACT

09:45	<b>Policy Update</b> <i>Caroline Nicholls, DEFRA</i>
10:05	<b>Responding to policy change</b> <i>David Richardson, Commonwealth War Graves Commission</i>
10:25	<b>Update from the water sector</b> <i>Alister Leggatt, Water UK</i>
10:45	<b>Any questions to previous speakers</b>
11:00	BREAK

## SECTOR RESPONSE TO INTEGRATED APPROACHES

11:30	<b>The Lawncare Sector - responding to change</b> <i>Richard Salmon, UK Lawn Care Association</i>
11:35	<b>Landscaping- responding to change</b> <i>Wayne Grills, BALI</i>
11:55	<b>Invasive Weeds Management – current and future</b> <i>Chris Oliver, Japanese Knotweed Solutions</i>
12:15	<b>Any questions to previous speakers</b>

## EDUCATION AND TRAINING IN THE SPORTS TURF SECTOR

12:30	<b>Meeting Future Needs</b> <i>Jim Croxton, BIGGA &amp; Jason Booth, GMA</i>
13:05	<b>Any questions to previous speakers</b>
13:15	BREAK



# Afternoon Programme

## PLANNING FOR THE FUTURE

14:10 **Life cycle assessment of Japanese Knotweed**  
*Sophie Hocking, University of Swansea*

14:30 **Genome Editing & the opportunity it provides**  
*Penny Hundleby, John Innes Centre*

14:50 **Biological Control – current and future**  
*Professor Alan Gange, Royal Holloway*

15:10 **Any questions to previous speakers**

## CREATING EXCELLENT PLAYING SURFACES

15:25 **At the sharp end**  
*Keith Kent, Former Heads Groundsman RFU*

## CREATING EXCELLENT PLAYING SURFACES

15:45 **Concluding remarks including update on Amenity Standard**  
**Conference close**

## PROFESSOR JOHN MOVERLEY, OBE

JOHN MOVERLEY has worked in the private, public and charitable sectors including some 20 years at CEO level. He has substantial experience of serving in board roles and as a chairman. Aside from the important role as Chairman of the Amenity Forum, he is an independent member of the Severn & Wye Flood and Coastal Committee, the advisory group for Winterbourne House and Gardens and the board of the Moreton Morrell Campus of the Warwickshire College. Until recently he was Chairman of the West Midlands Forestry & Woodlands Advisory Committee. He is also a regular contributor to the Property Chronicle and other publications.



## CAROLINE NICHOLLS

CAROLINE NICHOLLS graduated from Newcastle University with a Degree in Agriculture with Hons in Agronomy and has since also gained the BASIS Diploma in Crop Protection. At Defra Caroline works in the Pesticides Strategy Team as a Policy Advisor and is currently leading on the development of the National Action Plan for the Sustainable Use of Pesticides. Caroline also works part time on her family farm in Essex. Before joining Defra, Caroline worked for AHDB as a Crop Protection Scientist working on a wide range of research and knowledge transfer programmes, including integrated pest management. She also spent time working for the agronomy partnership Prime Agriculture as Technical Manager, and the Association of Independent Crop Consultants as Technical Liaison Officer.



## DAVID RICHARDSON

DAVID RICHARDSON grew up in Northern Ireland, left to study horticulture at Bath University and 30 years later is Director of Horticulture for the Commonwealth War Graves Commission, one of the largest and greatest gardening organisations. With a global historic estate in over 150 countries and a workforce of 850 horticulturists and gardeners, the Commission manages and maintain the war cemeteries and memorials of the two World Wars and his role is setting strategy, ensuring global quality and now increasingly looking at how to best sustainably continue the task into the next century, working within increasingly stringent multi-national legislative frameworks. A Chartered Fellow of the Chartered Institute of Horticulture, a liveryman of the Gardeners Company and the most recent Horticulture Week 'Custodian of the Year', David has lived and worked in Turkey, France and Cyprus and worked extensively in the middle and far East and has a global awareness of the value of quality greenspace and the challenges in finding skills and resources to deliver great standards.



## ALISTER LEGGATT

ALISTER LEGGATT is an Asset Manager within Affinity Water responsible for the development and delivery of their catchment management programme. He is an experienced catchment and water quality scientist and also represents UK water companies through Water UK in a variety of roles, including on the UK Pesticides Forum. He has worked at Affinity Water for fifteen years in a variety of roles and has been leading an enthusiastic catchment management team for seven years. His current focus is on developing catchment-based solutions to water quality issues posing a risk to public water supply including pesticides, nitrate and industrial pollutants.



## RICHARD SALMON

RICHARD SALMON started his career studying Agriculture at Writtle University College in the 1980s. He progressed to working for Fisons/Schering/Profarma as an agronomist based in the Cotswolds. After working out in the field, Richard changed his career focus to become the UK Sales Manager for the generic arm of Bayer CropScience. In 2,000 Richard set up ProLawnCare Ltd, a fledgling lawn care business in a new and developing market. Whilst establishing ProLawnCare, Richard saw an opportunity to bring other likeminded independent businesses together and formed the UK Lawn Care Network, now known as UK Lawn Care Association, of which is Honorary President. It now has 70 + members and growing. In 2019 ProLawnCare Ltd was sold to Joe's Lawn Care. His time now is spent helping the merger of the 2 businesses, and offering training service to existing lawn care businesses looking to improve knowledge of their staff and to "start ups" looking to start up a new lawn care business.



## WAYNE GRILLS

WAYNE GRILLS was Chief Executive of a range of awarding bodies/training consultancy companies including Managing Director of the land-based sector's awarding body, Lantra Awards, in 2006. He joined BALI as Chief Operations Officer in 2011 and was appointed Chief Executive in 2015. BALI represents a membership of over 2000 companies and individuals in the landscape sector. During his tenure Wayne has been instrumental in raising the association's profile at government level. He contributes to key cross-industry working groups and committees, including the Ornamental Horticulture Roundtable Group, The Parks Alliance, the RHS Horticulture Matters campaign, the Sustainable Growing Media Working Group and numerous other industry-led initiatives. He represents the association on the All Party Parliamentary Gardening and Horticulture Group and is BALI's key protagonist for the industry's skills shortage, overseeing the launch and development of the BALI GoLandscape careers initiative, ensuring BALI was at the forefront of the employer-led Trailblazer Apprenticeships.



## CHRIS OLIVER

CHRIS OLIVERCHRIS OLIVER is Operations Manager for Japanese Knotweed Solutions Limited, one of the UK's largest and longest-established invasive plant remediation specialists, where he has worked for over eight years. Qualifications include BASIS-qualified agronomist (invasive weeds), Graduate Member of the UK health and safety body IOSH and Nominated Storekeeper, managing a small store for Japanese Knotweed Solutions. Chris firmly supports industry voluntary initiatives including as a member of the Amenity Standard Operations Committee, the BASIS Membership Committee (representing Storekeepers) and the Amenity Forum Education and Skills Committee. He also continues to be involved in the trade body INNSA, having been part of the initial setup team for the organisation and acting as the lead on the production of the INNSA Code of Practice in 2016-17. Chris was appointed Chair of the INNSA Technical Standards Committee in 2019.



## JIM CROXTON

JIM CROXTON is Chief Executive Officer for BIGGA. Jim has spent almost his whole life in golf; when he was six years old his family took over the management of a fledgling golf club in England and he literally grew up on the course. Once he was old enough he was set to work in all aspects of the business including greenkeeping, food & beverage and office administration. His first real job was with the Professional Golfers Association where he remained for 16 years until taking up the role of CEO of the British & International Golf Greenkeepers Association in 2011.

During his tenure he has been instrumental in raising the profile of the Association within the golf industry and ensuring that BIGGA's nearly 6,000 members have a strong voice in how the sport is governed and managed. The Association focuses heavily on serving the needs of its members and has invested in a doubling of its regional workforce, ensuring that members have support at local level. BIGGA's annual exhibition and conference, BTME, has undergone strong growth under his leadership and is now firmly established as Europe's premier turf management event. The world-renowned Continue to Learn education programme at BTME now delivers the equivalent of more than two hours of education annually for every golf facility in the UK. Jim has been a director of the Amenity Forum since July 2017 and is a strong advocate of the work of the Forum.



## PROFESSOR ALAN GANGE

PROFESSOR ALAN GANGE works at Royal Holloway, University of London. Alan has over 30 years' experience of applied microbiological research in a wide variety of situations. His research focuses on how the microbial community within the soil and within plants can be used to provide more sustainable forms of pest and disease management, manifest in various forms of biological control. He has published over 150 peer-reviewed papers and has edited two books on plant microbial ecology.



## JASON BOOTH

JASON BOOTH oversees the delivery of the Grounds and Natural Turf Improvement Programme (GaNTIP) as well as the GMA's Learning Department. The GaNTIP programme is jointly funded by The FA, The Football Foundation, The ECB and the GMA. Jason previous experience was gained at Headingley Stadium over a 20 year period where he worked for both Yorkshire County Cricket Club, assisting in the preparation of three test matches and latterly Leeds Rugby Ltd as Head Groundsman overseeing the playing facilities for both Leeds Rhinos and their sister rugby union club Leeds Tykes (latterly Yorkshire Carnegie). For the last six years Jason has provided the strategic guidance for the GaNTIP programme where he has overseen two phases of the programme that has delivered assessments of over 10,00 grassroots football pitches and provided wider service and support for cricket at grassroots level. More recent success has been within the GMA Learning department where online training accredited courses have been developed for the first time.



## SOPHIE HOCKING

SOPHIE HOCKING is a PhD researcher at Swansea University studying the environmental impacts of Japanese knotweed and its management, and how best practice can be enhanced through integration with the wider environment and community ecology. Sophie has an academic background in plant ecology and conservation, previously working with nationally scarce plants including fen orchid, dune gentian and marsh pea in habitats of conservation importance around South West Wales. Her current research investigates the ecological dynamics of knotweed management and community recovery, applying ecological theory to knotweed invasion to gain understanding of potential restoration methods for long-term habitat recovery, involving a large-scale restoration field trial. She is also studying the impacts of knotweed management on the soil microbiome using eDNA metabarcoding and uncovering the true sustainability of these management methods through life cycle assessment (LCA) with the aim of enhancing management efficacy and mediating human impacts on the environment.



## KEITH KENT

KEITH KENT is the Ambassador for Linemark UK (a company who provide paints and various products throughout our industry), as well as being the Head Pitch Advisor for the Community Game of the RFU. He has been a groundsman all his life, working in our industry since 1970, but decided to take semi-retirement at the end of June 2019, when he left full time employ as Head Groundsman at Twickenham Stadium. On leaving school he joined Leicester City in June 1970. He then went on to become Head Groundsman of Manchester United in August 1987, before taking up his position as Head Groundsman at Twickenham in September 2002. He has enjoyed his career but is not ready for his pipe and slippers just yet, he intends to continue working for as long as he possibly can as he enjoys being in the company and helping his fellow groundsmen, in their pursuit of pitch perfection.



## DR PENNY HUNDLEBY

DR PENNY HUNDLEBY is Senior Scientist at the John Innes Centre, and Honorary Lecturer at the University of East Anglia, in Norwich. She has been actively engaged for the last 25 years in the development of GM technology, and more recently in Genome Editing using CRISPR technology, in Brassica. These technologies are used widely within the research community to help understand the role of individual genes (within a back ground of the 10s of thousands of genes a plant will contain). In her talk she will explain what genome editing is, how it fits into the wider picture of plant breeding and how these technologies could potential help to address issues such as climate change, sustainability and food security.





**BASIS** is an independent organisation set up at the suggestion of the UK Government in 1978 to establish and assess standards in the pesticide industry relating to storage, transport and competence of staff. It now offers a wide range of examinations and recognised qualifications, including a number in the amenity sector covering pesticides, fertiliser and spray application. BASIS also operates annual audit schemes for professional pesticide stores and related stewardship schemes, manages professional registers for qualified amenity advisers, and operates the Amenity Assured and Lawn Assured standards.” <https://www.basis-reg.co.uk/>



**BAYER** is a global leader in providing innovative solutions to pest, weed and plant disease problems where we live, work and play. The turf and amenity team at Bayer offers a comprehensive and innovative range of products for greenkeepers, groundsman and other professionals in the turf and amenity industry. The company’s product portfolio consists of turf fungicides and a range of important industry herbicides. Key brands include Valdor Flex®, Roundup®, Ecoplug Max®, Harmonix Tri-Nema® and Exteris Stressgard® “We create solutions to help foster healthy environments - Your success, our science”



**CITY & GUILDS**, as the leading awarding organisation and provider of pesticide application membership services, are delighted to continue their support of the Amenity Forum Conference. We will be pleased to answer any questions and discuss our apprenticeship end-point assessment service, as well as our extensive range of centre-based, work-based and certificate of competence qualifications for the land-based sector.



**Complete Weed Control** in order to meet the public’s high level of expectation for open space maintenance, a timely programme of carefully considered herbicide application needs to be planned and executed. COMPLETE WEED CONTROL has the experience and local teams to assist you in this process. With qualified staff and access to the Weed-IT spot spraying technology, weed control can be achieved legally and economically. Our comprehensive health & safety package, coupled with our commitment to responsible herbicide application, will assist in you in achieving your environmental targets and responsibilities.



**GREEN-TECH** is the UK’s largest landscaping supplier providing quality landscaping materials and wholesale garden supplies for landscape contractors, architects, designers and landowners. Green-tech stocks over 13,500 tried and tested landscape essentials and whether your projects include maintenance of public open space, tree planting in a woodland, creating an urban landscape or planting a bio diverse wildflower meadow we have a range of products to suit.



**HARPER ADAMS UNIVERSITY** is proud to be the premier land-based education provider in the UK working with all sectors of agriculture, utilities and construction. As well as our Under-graduate, Post Graduate course, we also offer a wide range of both practical skills & classroom based short courses that run throughout the year at our fully equipped campus based in the beautiful Shropshire countryside or at your own premises nationwide. Harper Adams has the added benefit of being a University with a renowned national & international reputation, a assessment Centre for Lantra Awards, NPTC City & Guilds and BASIS and has a State of the art modern facilities & equipment.



**HEADLAND'S** product portfolio includes over 40 fertiliser formulations, encompassing conventional, slow and controlled release technology in both solid and liquid forms, as well as a growing range of pesticides and growth management products. Customers include the largest and smallest of Golf Clubs, Cricket and Bowling Clubs, Racecourses, Landscapers, Local Authorities, Lawncare and Contractors, as well as many others.



**Hortech Limited** is a leading Commercial Grounds and Environmental Services company that has been thriving for over 30 years successfully in the utility, industrial, amenity, and private sectors. We have national coverage operating through our regional offices and depots and employ a fully qualified workforce and in-house industry experts. We deliver cost effective contracts with our objective to exceed client expectation and deliver contracts safely with a full commitment to the safe and sustainable use of herbicides. Hortech are leading the direction for the future of commercial grounds and environmental services by safeguarding and enhancing our client's ecological environment by embracing new technologies, protecting chemical application, and employing our own innovated initiatives. @HortechLimited



**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 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.



**ICL** provide speciality fertilizers and nutrition programmes, grass seed, plant protection products and growing media to help meet the demands of modern-day turf and landscape management. We take great pride in the integrity and value of our dynamic world-class product portfolios and in the provision of dedicated technical support.



**JSD RAIL** work hard to keep Britain's railways clear of weeds and safe to use. We recognise that an integrated approach to management of vegetation is key to sustainability. We believe that an overall management package that includes ballast renewal, ballast cleaning and cutting & clearing of lineside vegetation to prevent the deposit of leaves on the track with subsequent build-up of detritus rotting down to from a seed bed is vital. We are conscious however that herbicide plays an essential part in maintaining clean clear track. So with careful forward planning, regular calibration of equipment, good quality training for staff we can ensure that the public, the environment and co-workers are not put at risk or effected by our activities.



**LANGUARD VM** have delivered cost effective, safety conscious and environmentally responsible vegetation management solutions to the Industrial & Amenity sectors for over 30 years. We are the largest provider of urban weed control services in the UK, a leading specialist vegetation management business servicing the UK Highways Network and also have substantial business in invasive weed control, industrial sector vegetation management and sports turf management. We are focused on meeting the needs of our customers, offering nationwide coverage from our regional offices and depots.



**LANTRA AWARDS** is a nationally recognised Awarding Organisation specialising in the Landbased and Environmental sectors. We offer a wide range of recognised training and qualification products through a network of approved training providers. Lantra has products for the Amenity sector including Safe Use of Pesticides and alternatives, Health & Safety, Mowers, Brushcutters, Trimmers and Hand Held landscaping tools.



**NOMIX ENVIRO** is a leading supplier of safe, effective and innovative herbicides and technical support services for amenity, rail, and industrial weed control. Nomix Total Droplet Control (TDC) combines easy to use, targeted application technology, with ready to use, low volume herbicides. TDC minimises the risk of run-off and spray drift and there is no mixing, which virtually eliminates the risk of spillage. We are also national distributors for the major amenity herbicide manufacturers. This allows us the unique position of offering a sustainable solution for every situation. Visit [www.nomixenviro.co.uk](http://www.nomixenviro.co.uk) for more information or call 0800 0324352.



**Progreen** have been supplying both conventional & biological groundcare solutions to the Amenity Industry for over ten years. We also offer an ever increasing range of classroom & e-learning courses; superbly backed up by our BASIS & FACTS qualified team. [www.progreen.co.uk](http://www.progreen.co.uk)



**RIGBY TAYLOR** is the UK's leading supplier of products for the improvement, maintenance and construction of sports, amenity and landscape areas, including Grass Seed, Fertilizers, Herbicides, Fungicides, Top Dressings, Soil and Turf Improvers. Product development is at the forefront of the Company's philosophy. Working with a number of key research-based specialist suppliers and dedicated to a policy of Continuous Improvement in all its activities.



**Syngenta** is pleased to support the Amenity Forum and its drive for continuous professional development across the industry. Syngenta produces world leading turf management products, designed to improve turf quality and enhance the playing experience. Syngenta invests over \$1bn a year in R&D of proven products, which include high performance turf fungicides; quality enhancing and cost-saving Primo Maxx II growth regulator; the innovative Ryder turf pigment and the outstanding water conservation and wetting agent, Qualibra. All backed with the company's renowned reliability to consistently deliver exceptional results and reinforced by the Amenity Sprayer Operator of the Year awards to achieve professional performance. All supported by the pioneering website – [www.greencast.co.uk](http://www.greencast.co.uk)



**VALE Engineering** is the market-leading manufacturer of high-quality, robust and easy-to-use weed control, turf care and winter maintenance equipment for professionals - as well as chemical and fuel storage cabinets. Brands include: RIVERLYNX (CDA lance weed control systems with Ecomark carrier); STARGREEN (specialist turf care equipment including amenity sprayers and top dressers); and the core VALE Engineering brand with weed spraying ATVs using Yamaha quad bikes as well as salt spreaders, liquid de-icers and snow ploughs for footpaths, cycleways, car parks and highways. All VALE Engineering designs are manufactured by the company in Yorkshire.



**WEEDFREE** has been a market leader for industrial and amenity weed control for over 50 years, consistently delivering high quality vegetation management and environmental support services to the amenity and railway sectors. In addition to the provision of conventional weed control and vegetation management our specialist services now include non-chemical alternatives including hot water. For further information call 0800 2949333 and ask to speak to a member of our Sales Team.



*The Amenity Forum is the independent body bringing together professional organisations with an involvement in the amenity horticulture sector. This is a very diverse industry responsible for the landscape management of urban areas, highways and rail network, sports grounds, parks, industrial and utility sites. To establish and maintain these areas to a high standard, the sector requires access to pesticides, efficient equipment and trained and qualified staff. The organisation was formed in October 2003 as a key action to support the Voluntary Initiative, an industry-led project agreed with Government to reduce the environmental impact of pesticides.*

*The membership comprises organisations from across this diverse industry, covering manufacturers, suppliers, trade associations, local authorities, major users, landscape, sport and leisure. Equally important are those members who represent training and qualification standards. The key Government agencies have an important observer role. The objectives of the Amenity Forum are:*

- To promote and encourage proper and responsible use of pesticides and integrated methods to control pests, weeds and diseases
- To lead, coordinate and encourage achievement of “Best Practice” objectives in amenity pesticide use
- To coordinate and encourage the establishment of sustainable qualifications, training and CPD activity, specifically for the amenity sector
- To organise activities within the Amenity Forum membership and linked organisations, such that Amenity Forum objectives are developed in a coordinated way

For further information about the Forum, contact  
[admin@amenityforum.net](mailto:admin@amenityforum.net)



AmenityForumUK



@AmenityForum



[www.amenityforum.net](http://www.amenityforum.net)



[www.getbritainmoving.uk](http://www.getbritainmoving.uk)



[www.theamenitystandard.co.uk](http://www.theamenitystandard.co.uk)