

## Empire Tree & Garden Services Guiding Principles

In so far as is reasonably possible, Empire Tree & Garden Services will adopt the principles set out in the 2018 Government policy paper - A Green Future: Our 25 Year Plan to Improve the Environment by striving to uphold the guiding principles:

### Champion and uphold the integrity of professionalism in arboriculture:

*Demonstrated by a comprehensive suite of LANTRA / NPTC certificates of training and competence and licences to practice where appropriate e.g. Quantified Tree Risk Assessment, etc...*

### Strive for increasing an objective knowledge of trees and arboriculture in all their contexts and apply this knowledge to the benefit of society and the environment:

*(i) Knowledge and continuous professional development is achieved by targeted training and maintaining affiliations with external organisations e.g. Forestry Commission, Ancient Tree Forum, UK Tree Council...*

*(ii) Delivering benefits to society is achieved by providing applied arboricultural knowledge input to planning considerations as a Parish councillor, by maintaining an active role as a Planning Champion and Cornwall council Planning Agents' Forum, etc...*

### Endeavour to promote public understanding of the benefits of trees and the importance of professional arboriculture:

*(i) Promoting public understanding of the benefits of trees is achieved by voluntary contributions to outreach programs sponsored by the UK Tree Council, Ancient Tree Forum etc and by providing an enthusiastic delivery of information to clients and the public and by the provision of additional educational material to schools (which has the potential to infuse an interest and understanding of the importance of trees in the formative years.)*

*(ii) Enthusiastically sharing knowledge and experience provides a sure measure that passion and vocation are fundamental pillars of the business ethos. When necessary, providing balanced and reasoned alternatives from that which the client may initially desire, demands professional competence and confidence.*

### Practise professional arboriculture with due regard to sound ecological, social, economic and environmental principles to the advantage of present and future generations:

*Where advice is provided, it will be based upon an applied understanding of the requirements of the customer after a comprehensive assessment of the site, circumstances, context, environmental and social implications. This will be balanced by a professional assessment of the most appropriate arboricultural option mindful of tree species, age class, phenology and future implications of proposed tree management intervention. There may be occasions where client expectation and best arboricultural advice may not be wholly aligned – where this might occur, the importance of effectively communicating best professional advice is paramount.*