



## PRESS RELEASE

### Look for the Standard

Following its launch, the Amenity Standard is receiving widespread and enthusiastic support from all sides of the amenity sector and is already being incorporated into tender documents and specifications going forward. The Amenity Standard, when held and displayed, demonstrates that all operational activities undertaken are at the highest professional standards and fully comply with all regulations, code of practice and good practice guidance.

The key reason for introducing this UK wide standard is to provide assurance to the public and all users of an amenity space. Displaying and holding the Standard means that the organisation and individuals undertaking the operations are members of an approved assurance scheme. The assurance scheme is audited fully before being recognised by the Amenity Standard. Holding the Standard demonstrates that all the work undertaken is of the highest professional level and meets all legislative requirements and fully follows the code of practice and good practice guidance.

Currently not all aspects of amenity management have assurance schemes recognised but work is on going to ensure this will be the case very soon. Seeking out the Standard provides reassurance on quality standards and confidence that the essential work being done is at a professional level with safety as a key objective.

Professor John Moverley, Independent Chairman of the Amenity Forum said "Our aim is to ensure that all involved in amenity management operations meets the requirements of the Standard and we wish for all involved to look for The Standard and its logo to provide full assurance of the quality of operations and commitment to best practice. As I often say, what happens in amenity management impacts upon every UK citizen every day and the introduction of the Standard provides assurance to the public of adherence to requirements to provide safe, healthy amenity areas fit for purpose.

We are delighted with the way those involved have welcomed the Standard and it has strong support from all national governments in the UK. Integrated approaches are core to this, making use of all methods available to achieve optimum results"

Alan Abel from Complete Weed Control, said "We are proud to hold the Amenity Standard and show our commitment to best practice, integrated approaches and meeting all requirements. We urge all seeking to employ operators to ensure the organisation involved meets the Standard requirements and is a full supporter of the Amenity Forum. The Amenity Standard is designed to give assurance to all who use such facilities that operations are carried out to the highest professional levels of best practice giving assurances equivalent to seeing the Red Tractor when buying food"

For further information about the Standard, visit the website, [www.theamenitystandard.co.uk](http://www.theamenitystandard.co.uk) . Public facing information on what happens in amenity management and how it is done can be found at [www.getbritainmoving.uk](http://www.getbritainmoving.uk)

### **Notes to Editors**

*The Amenity Forum is the non-profit making voluntary initiative and 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 of 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 for the management of pests, weeds and diseases*

*To lead, coordinate and encourage achievement of “Best Practice” objectives in weed, pest & disease management*

*To ensure that all practices are sustainable and protect the environment with minimised risks to public health.*

*To run a communication programme to support these aims and to promote the image of the sector among stakeholders and the public.*

*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 on this press release or the work of the Forum, please contact the Secretary, Kate Hopkins, or the Chairman, Professor John Moverley OBE. Similarly, if you wish to register for future press releases, please let us know.***

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