

10 Years of Growing You Growing Your Business

UKLCA
Annual Conference 2026



Welcome to our 10th Annual Conference. Where have those 10 years gone?

Welcome to our 10th Annual Conference. Where have those 10 years gone? We have grown from around 20 original members to 125 members in that time and continue to grow strongly each year. From no sponsors to 19 sponsors now. From having no money, we now have strong reserves enabling us to promote the Association actively and support our membership through subsidised events like this Conference and the Summer Festival.



So, let's talk about the 2026 conference. We have an incredibly strong line up of presenters, together with more sponsors in the venue than ever before. The two days are made up of virtually all new speakers. Day 1 will see a major focus on Sales and Marketing, together with leadership advice and a session on raising standards in the industry. Day 2 will see a focus on driving value up in your business and preparing it for that day you might sell. This is a subject I have presented on in the past and it is a key one for every business here whether you are thinking of selling or not. This advice will make your business more efficient and effective. The final presentation focuses on the latest developments that are coming down the track in lawn care. Then to finish off we will have a panel discussion, chaired by me, on Selective Herbicides. As you all know we face some challenges with the dwindling number of products available, so I have gathered the experts from Corteva, Berthoud/Cooper Peglar, ICL, Origin and Syngenta to have a full, in-depth discussion on the future of this essential to lawn care group of products.

Do remember to get round to see all the sponsors. It is a great opportunity to have face to face time with your suppliers and to discover the latest products/services on offer. With 17 in total on site you have a great selection to choose from.

And as I always say, remember to **NETWORK, NETWORK, NETWORK**. The open and sharing culture we have is continually commented on by visitors and new members. The room is full of lawn care experts so make the most of the time with them and ask all the questions you want to. We also have a number of new members and first timers to the conference with us so please do introduce yourself to new faces and encourage that sharing culture we are so proud of.

Have a great 10th Anniversary Conference!

Tom Arnold,
Chairman, UKLCA



“We have an incredible open and sharing culture in the association which we have worked very hard to achieve, but it would not work without the enthusiastic participation of the members.”



Thank you to our Sponsors

We extend our gratitude to our sponsors for supporting the Association throughout 2025



Conference Seminars & Speakers

Conference 2026 has a full schedule of seminars and workshops interspersed with the networking opportunities that UKLCA members find so valuable.

We have highly sought after speakers to educate and inform on ways to up your sales and marketing game, improve productivity through better leadership, increase profitability and future proof your business along with providing some technical insights into lawn care challenges and innovations. We have an update on the changes happening with amenity assurance schemes and CPD opportunities along with a panel of experts from the manufacturers and distributors to discuss the future of selective weed control, something that affects the majority of members.

Here's a snippet of the sessions over the next two days at conference.

Claire Brumby

Develop Your Sales and Marketing Techniques

Claire's experience is unrivalled and as such her skills as a keynote speaker and workshop leader are very much in demand. We are very lucky to have secured her services for Conference and are confident that all delegates, whatever their skills set, will learn a lot from her presentations. Claire's sales and marketing presentation kicks off day one of Conference with some positive, actionable strategies for members to take back to their own businesses.

- How to focus on what really moves the needle when budgets are small.
- Building visibility and customer connection with low-cost, high-impact approaches.
- Storytelling, brand authenticity, and emotional connection to build trust.
- Real examples of what works (and what doesn't!) in SME sales and marketing.
- A framework for identifying and leveraging the unique selling points of smaller, independent businesses.



Martin Ford, BASIS

Improving Standards

With the release of Defra's long-awaited National Action Plan and its emphasis on best practice and ongoing professional development, BASIS has reviewed how its current schemes meet the needs of the amenity sector. BASIS will introduce the new assurance scheme and CPD register specifically designed for those working in the amenity sector, including lawn care professionals, how you can get involved and use the new scheme to improve standards, support employees and create the business a USP at the same time. Attendees will also be able to earn CPD points over the two-day event—an essential opportunity for those already involved or those interested in joining.



Claire Brumby

Leading With Impact - The Human Side of Leadership

Every SME owner or manager will know that motivating teams and retaining good staff is one of the key elements of a successful business. In this practical workshop, Claire shares tips to help

members become more effective leaders, whether they are leading small teams, seasonal staff or managing contractors.

- The four levels of listening: How deeper listening strengthens staff engagement AND customer trust.
- Understanding motivating vs hygienic factors. What really inspires performance beyond pay and conditions.
- How to flex leadership styles to get the best from different people.
- Using reverse engineering to set clear outcomes and design leadership behaviour that achieves them.



Annette Ferguson

Profit First For Lawn Care

Annette's background lies in accounting and she is one of only a handful of U.K. Certified Profit First Professionals, and so if anyone can offer advice on increasing profitability, she certainly can. Her book, 'The Profit Plan' has been widely praised for its easy-to-follow strategies. As a former Financial Controller for Goldman Sachs, Annette has become known as the money magician, helping businesses to increase their wealth and take more money home from their businesses. Her keynote speech on day 2 of conference, promises to be insightful and helpful for all business owners and managers. In the first of two morning sessions, Annette examines the reason why increased sales revenue doesn't always equate to increased profitability. She will demonstrate how using the Profit First method, you'll be able to create a much healthier money flow and greater financial safety without getting bogged down with spreadsheets and jargon.



Annette Ferguson

From Van To Valuable: Building A Business Someone Wants To Buy

There comes a time in every business owner's career when they want a change of lifestyle. Maybe it's time to retire? Perhaps there are changes in their personal life? Or it could be that they want to focus on

something else entirely. Having put a lot of time, money and energy into building their business, is it actually saleable? In this session, you'll learn about the key drivers of business value, how to make your business less dependent on you, and quick changes you can make in the next year to increase your sale price. Whether you plan to sell in two years time or twenty, these strategies will put more money in your pocket when the time comes.



Kelly-Marie Clack,

Origin Amenity Solutions

Innovation and Changes in Amenity Lawn Care

Amenity Lawn Care is a constantly changing industry with new innovations appearing every year along with seemingly tighter restrictions on the availability and usage of chemicals. Kelly-Marie Clack is Technical and Research Lead at Origin Amenity Solutions and will be joining us at Conference to update delegates on the latest information.



Workshops

DAY 1

Getting To Yes - Turning Ideas Into Action. An Interactive Workshop

Claire Brumby

Claire's workshop is an opportunity to take your learning from her first presentation and brainstorm ways of implementing new ideas into your own business. Delegates will work in small groups to:

- Discuss their experiences of sales and marketing - successes, challenges, and lessons learned.
- Identify the top 3 actionable ideas from the morning keynote talk.
- Develop simple, practical implementation plans they can take back into their businesses.



DAY 2

Selective Weed Control Discussion Session Industry Panel Lead

Tom Arnold

Last but by no means least in the conference programme is what promises to be a lively and informative panel discussion on the future of selective weed control in the lawn care sector. Over recent decades there has been a continual decline in the number of selective weed control approvals. The latest casualties are Esteron, T/Junction herbicides. At the same time, new products are arriving on the market but without the knapsack approval that lawn care companies require. The newer products are also limited to one application per season, further complicating the choice for lawn care companies who normally carry out three applications per year. The UKLCA has invited a panel of leading industry experts to discuss current challenges, answer delegates' questions, and share practical solutions. The session will be chaired by Tom Arnold, Chair of the UKLCA and Director of both the Amenity Forum and BASIS.



Our esteemed panelists are:

Sarah Hughes, Business Head, Syngenta

Oliver Kent, Product Head, Corteva

Mark De'Ath, Origin Lawn Care and PPP Lead, Origin Amenity Solutions

Ed Carter, Business Manager, ICL

Richard Wheatcroft, Hozelock



Conference Schedule

Day 1
January 26th 2026

9.00am	Registration and Networking
9.45am	Welcome
10.00am	Sales & Marketing, Claire Brumby
11.00am	Sponsor Adverts
11.05am	Break
11.30am	Getting to Yes, Claire Brumby
12.30pm	Sponsor Adverts
12.35pm	Lunch & Networking
2.00pm	Improving Quality and Standards, Martin Ford, BASIS
3.00pm	Sponsor Adverts
3.05pm	Break
3.30pm	Leadership, Claire Brumby
4.30pm	AGM
5.00pm	Feedback Session
5.15pm	Conference Day One Close

Members
Dinner

7.00pm	GreenBest Pre-Dinner Drinks
7.30pm	Origin Amenity Solutions Dinner, Field Compost Wine
	GreenBest Casino



Day 2
January 27th 2026

9.00am	Welcome
9.15am	Profit First for Lawn Care, Annette Ferguson
10.25am	Sponsor Adverts
10.30am	Break
11.00am	From Van to Valuable, Annette Ferguson
12.00pm	Changes, Innovation in Amenity, Kelly Clack, OAS
12.30pm	Selective Weed Control Discussion Session
1.30pm	Sponsors Room Buffet Lunch & Networking
3.00pm	Conference Day Two Close

Conference Sponsors

The UKLCA would like to thank all the sponsors for their kind support throughout the year and especially at the conference. One of the benefits of being a member of the UK Lawn Care Association is that sponsors come along to most of our events and are available to ask advise, provide product and service updates and ensure that members are offered good prices.

Agrovista

Agrovista Amenity are the specialist amenity division of Agrovista UK Ltd, we are committed to customer service, research driven advice and new product innovations. We provide a comprehensive range of goods and services including fertiliser, herbicides, sprayers, spreaders, grass seed and agronomic advice to the lawn care, amenity and landscape markets.

Research & Development

We recognise that our industry is changing, and we continue to develop and research the most cost-effective and environmentally sound approach for our clients' requirements through technology, investment or acquisition.

National Sales Team

Agrovista Amenity has a nationwide sales team of BASIS and FACTS qualified specialists to provide our clients with a dedicated service.

Distribution

Our three dedicated amenity depots located in Appleton (Cheshire), Telford (Shropshire), and Stirling (Scotland), along with 20 Agrovista depots located around the UK from Elgin in Scotland to Liskeard in Cornwall allow us to utilise a distribution network that is unrivalled in the amenity industry.

Mike Williamson - 07909 997620 | mike.williamson@agrovista.co.uk
Jack Fishman - 07722 003520 | jack.fishman@agrovista.co.uk
www.amenity.agrovista.co.uk



BASIS

BASIS is a charitable organisation founded in 1978 by the pesticide industry to raise professional standards across land management and food production. It supports careers in the green sector through industry-leading education, training, membership and auditing, helping to protect both the environment and the public. BASIS provides recognised competence assessments, audits for the safe use, storage and transport of pesticides, and compliance checks for schemes such as Red Tractor across sectors including agriculture, amenity, forestry and livestock. It also supports sustainable land management through the Environment Register and offers a wide range of training and certification, including accessible online learning via BASIS Classroom.



SISIS

Dennis and SISIS are divisions within the Howardson group, manufacturers of high quality groundcare equipment. The Dennis range of mowers consists of dedicated cutting mowers and interchangeable cassette system machines that allow a range of 11 quick change cassettes to enable tasks such as cutting, scarifying, slitting and aeration to be carried out with just one power unit. Machines are available in both petrol and battery option. The SISIS portfolio consists of pedestrian scarifiers, aerators, seeders and slitters along with tractor mounted options for larger areas. The machines have a choice of various choice of blades and tines to suit all requirements. You will find our machines maintaining the finest ornamental lawns, private gardens, national trust gardens as well as local authority spaces.

www.dennisuk.com | www.sisis.com | Tel: 01332 824777





DLF Seeds

DLF focuses closely on the demands of customers as well as on the market trends of clover and grass seed. Offering one of the world's largest research and breeding programmes for both turf and forage, DLF is working consistently to improve the quality and reliability of all varieties. To meet market expectations, these varieties are tested through a worldwide trialling network for adaptation to different climatic and environmental conditions. DLF is the world's largest producer and distributor of grass seed. With subsidiaries in Denmark, Holland, UK, France, Germany, Czech Republic, Russia, China, New Zealand, South America, USA and Canada, an extended distributor and customer network serves the markets worldwide.

www.dlf.co.uk | Tel:01386 791102 | Email:amenity@dlf.co.uk



GBR Technology

GBR Technology market a wide range of products for use on sports and amenity turf and lawns. We have a sales force (many BASIS trained) across the country covering Scotland, England and Wales. A significant proportion of our products are formulated and manufactured by us at our site on the Hampshire/Berkshire border. We hold the ISO 9001 quality standard for your peace of mind. Products offered include wetting agents, fertilisers and turf nutrients, biostimulants, grass seed, spray aids, water and soil conditioners, plant protection products and lubricants. We supply a wide number of sports venues in the UK and we also export globally. We have supplied a number of lawncare companies for some years now and are increasing our focus in this area.



Field Compost

Field Compost are a family run business based near Cambridge. We are friendly and approachable and pride ourselves on both the quality of our products and the service we provide. We produce a peat free organic lawn dressing (Field 4) which is the leading dressing used in the UK and is the only one available that is genuinely screened down to 4mm. We also manufacture a 4mm 70/30 loam based dressing (Field 5). We supply a range of other peat free soils, composts, barks and mulches. The Field 4 dressing comes on a pallet containing 50 x 40 litre bags which equates to 2 cubic metres. There are also 49 x 25 litre bags of the Field 5 on a pallet. However, we can also supply mixed pallets of different products as well as half pallets. We deliver Nationwide and where possible we do so using our own trucks which carry their own forklifts. Where we don't deliver ourselves we use a reliable pallet network. Our products are produced to order by our own dedicated staff and all our pallets come hooded and wrapped.

We can be contacted at lawncare@fieldcompost.co.uk or on Tel: 01440 966966



GreenBest

GreenBest manufactures all types of liquid, granular, and soluble fertilisers, plus a range of biostimulants and wetting agents. Our success comes from combining deep technical ability with a commitment to providing the best-performing products and highest quality service to our customers around the world. SmartLawn is a range of specialist fertilisers designed specifically for the professional lawn care industry. The products have been developed in collaboration with our customers to make sure they provide consistent high-quality results. SmartLawn fertilisers have no minimum order quantity, and we warmly welcome business from both new and established lawn treatment companies. The GreenBest sales team are now sharing their knowledge with you. The GreenBest Academy holds a variety of premium video-based online courses as well as our growing library of FREE pre-recorded webinars.

Speak to Daisy or Kerry to get a special discount code for conference attendees only. Tel: +44(0)1963 364788 | www.greenbest.co.uk



Hozelock

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 both 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.

Richard Wheatcroft - 07814 871 289 richard.wheatcroft@hozelock.com
www.cooper-pegler.com/en | www.berthoud.fr/en/



ICL

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.

mygreenreferrals

MyGreenReferrals

MyGreenReferrals is refer-a-friend software for lawn care businesses that want more customer referrals. Most referral programs rely on a website form where customers must get a friend's permission, then enter their own details and their friend's details across multiple fields. Even happy customers often don't bother: it's too much hassle. MyGreenReferrals replaces that with a branded referral portal. Customers log in with just their email and share their unique referral link in seconds. Friends click the link and land on a distraction-free page built to convert: it explains what you do, why you're the right choice, and the referred-friend offer (if you choose to include one). If they're interested, they request a lawn analysis, so you only deal with friends who actually want to hear from you. For your business, that means more referrals with less admin and fewer tyre kickers.

angeuwase@mygreenreferrals.com | www.mygreenreferrals.com



Origin Amenity Solutions

Origin Professional Lawn Care products are used by many of the leading lawn care companies in the UK. Now bringing together carefully selected products from right across the Origin Amenity Solutions product portfolio, we are able to offer an unrivalled range in the Lawn Care industry. We stock a vast range of products perfect for your lawn care needs. As members of the Lawn Care Association, we take great pride in our work and service. We work with the largest companies to brand new start-ups, many have had a continuous relationship with us stretching back 15 years or more'.



OPS Chimp

The ultimate AI-powered routing platform built specifically for the lawn care industry, streamlining operations, automating tasks, and giving your team more time to focus on growth.

hq@opschimp.com | www.opschimp.com



ProGreen

ProGreen offer a vast range of professional products to suit various weed control and ground care needs. Whether you are working within amenity, horticultural, equine or forestry industries, they will have suitable products for you to use as well as free advice from our FACTS and BASIS qualified team. For those on the hunt for amateur use products to use in their gardens or allotments, A1 Lawn have got you covered! From extensive ranges of grass seed and fertilisers to amateur use weed control, they have everything a keen gardener would be looking for. Together, both ProGreen and A1 Lawn, are firm believers of helping their customers get to the solution they need – so whether you are an amateur or professional, they have you covered.



ProLawn Care

Richard Salmon (MBPR) – Trainer and Consultant to the UK Lawn Care Industry. Founder of the original UK Lawn Care Network in 2004 and now Honorary President of UK Lawn Care Association.

Richard offers a range of training courses, built on his 35 years of experience in turf care and sales.

Do you run a lawn care business?

Would you like your staff to be better informed to create more customer loyalty and better lawns?

Even if it meant taking them off the road for one day?

Now is a good time to train up your staff so they can be better than the opposition!!

richard@prolawnCareuk.com

www.prolawnCareuk.com | ph:0772 0072446



PSD

ELIET produce an extensive range of innovative machines designed for the landscaping and turf care professional. The comprehensive range of high-quality turf care machinery is made with precision engineering, ensuring simple yet highly effective solutions with maximum performance for your turf care renovation requirements. Turf Care is much more than just mowing; the turf must first be sown, and then it needs constant maintenance and treatment to ensure it continues to grow and flourish and provide the perfect lawn that every gardener, landscaper or groundsman desires. The ELIET turf care range includes machines for; turf cutting, seeding, overseeding, scarifying and the edging of lawns.

Peter Mercer - Business Development Manager

Tel: +44(0) 7960 024410 Office: +44(0) 01282 856819 www.psdgroundscare.com



Techneat

Techneat Manufacture a range of Lawncare equipment to suit both professional and home users. All of our products are designed in-house using 3D CAD and assembled by hand with great care and precision. We have been supporting professional groundsman since the early nineties developing the SPPS (self-propelled Pedestrian Sprayer) machine alongside the end users. – The SPPS is used by several top level football clubs who play in the premiership, Ligue 1 and Serie A as well as several elite grass tennis clubs. Drawing on our years of experience we developed The Acuspray. Our rotomoulding facility enabled us to design and manufacture a unit that was both light and strong and more importantly cost effective. It is sold as alternative to a back pack sprayer – Once experienced the backpack sprayer will be left in the shed! This unit has no power supply as the pump is driven off the Wheels.

Tom Neat | 01353 862044 | tom.neat@techneat.co.uk

“I estimate that being a member of the Lawn Care Association cut the length of time to gain knowledge and build the company to where it is now by 5 years.”

Apeiron Lawn Care Ltd



Member Interview

Apeiron Lawn Care Ltd

Tell us about your company

We are a family run business on the Norfolk, Suffolk border, covering the east coastal areas and hinterland in both Counties.

When did the company start?

2019

What does business look like now?

We are at the stage where I am able to concentrate on building the business while leaving staff to complete operational activity. Despite a dismal 2024 due to poor weather in the first half of the year, uncertainty created by the general election and a postponed budget, we bounced back and had our best trading year in 2025. Now looking forward to building on that for 2026.

How many staff do you employ and how important is staff development?

Look at the wider picture from just the direct employees of 3. I consider the team I engage with to be a lot wider to include System support, Book keeping, Accountancy, HR, Solicitors, Marketing, Sales and Web design services. Staff development is important to maintain and meet ever evolving standards and to encourage personal growth.

When did you join UKLCA?

I think I joined in 2020

Does being a member of the UKLCA add value to your business?

I estimate that being a member of the UK Lawn Care Association cut the length of time to gain knowledge and build the company to where it is now by 5 years.

List your top 3 challenges and top 3 opportunities for your lawn care company going forward.

CHALLENGES

Cash flow - smooth out the financial roller coaster. Customers can now only pay by direct debit or in advance for the year.

System Automation - save time, staff costs and cash. Exploring how AI can assist with automating administrative processes recognising that costs for implementation are finite.

Customer acquisition - There just isn't one channel that works well. Consistency across multiple channels seems to be the key to success and don't forget old school marketing such as direct mail and mass leaflet drops, they have their place at the table too.

OPPORTUNITIES

Business acquisitions - a lot of mom and pop businesses will fold soon due to age demographics with none to carry them on leading to cheap buyouts.

Diversification - Think wider than lawn care, what services are required by your target market but not in competition with you? Cross scale potential.

Use of new technologies- Savings to be made on costs in the business by enabling processes to be conducted more efficiently and make people more effective.

Would you recommend to the UKLCA to non-members and why?

I would certainly recommend membership to anyone wanting to enter the sector. The sharing of knowledge is second to none and provides an important support and professional development network to SME owners and employees.



Annual Report

Reflecting on the past year of the Association

When writing this report, I checked back to what I had written last year. Inflation had fallen to 2.3%, it is now 3.5% to the end of November, so edging up again. Government minimum wage is going up by 4.1% in April 2026, down on the 7% increase in 2025 but still relatively high. We also had Trump's tariffs to deal with in 2025 and their impact on markets! All in all, costs are still rising too much, and most lawn care companies are still adjusting to the punishing increases over the last few years – salaries, National Insurance, fertilisers, fuel, etc, etc. It is certainly important to adjust prices upward on an annual basis to ensure that you are covering the cost increases. Fertiliser and diesel costs seem relatively stable at the moment, although with everything that is going on in the world, they are not guaranteed to stay that way! Let's see what 2026 brings us!



So what else happened in the year..."2025 is double-record breaker: UK's warmest and sunniest year on record" was the headline from the Met Office. Add the "driest spring since 1974" and you get a punishing, long dry spell which tested all lawn care companies to their limit on how to manage their customers. As always after a drought the renovation period was very busy with many lawn care companies achieving record figures to help make up somewhat for lost treatments in the Summer. From talking to many lawn care companies 2025 has been an "OK" year, not a terrible year but not a great year. I think this demonstrates yet again that the lawn care business is a very resilient business in the face of some very challenging economic and weather conditions. As I often say,

I am glad I am in this market and not in hospitality, retail or any of many sectors which are under huge pressure now.

Last year in my Annual Report, I said "Greenthumb continue to change with franchises becoming corporate and their customers adjusting to the big price increases they made in 2023. Is Greenthumb for sale or not... we will see?". Well, as we have seen that forecast came true and Greenthumb were bought by a Swedish service company called Keyto. Hopefully, that will bring some stability for the company and their employees as recent years have seen some major changes. It is also important for the independents that the biggest lawn care company is leading the market in a stable way. There are rumours that Greenthumb are adding services such as lawn mowing, gutter clearing and window cleaning and that they are taking all franchise operations back in house to be owner operated. These are major changes so we will have to see how these settle down in time. At the same time Greensleeves, the No 2 franchise operation in the UK, has been busy continuing to develop a professional approach to the market with new websites and more advertising.

Within the UKLCA there has also been a lot going on:

Events Working Group – produced the best ever Conference in January and then a fabulous Summer festival at DFL's brand new centre at Inkberrow. We had the highest ever attendance at a Summer Festival!

Industry and Member Engagement WG – using our mailing list the group has again been working to grow the membership with significant success – the membership has grown from 115 to 125 in 2025. The WG also oversaw the launch of the UKLCA Newsletter, a first for our Association, detailing events, news, member interviews and much, much more.

People WG – during 2025 the Education and People WGs were combined into the single People WG. They have continued to work on the development of lawn technician course. We will see more on this at the Conference, but we expect to launch it in 2026. In addition, the WG collaborated with Lantra who have been developing a new horticultural course for students, with a specific lawn care module. This has now been launched into the amenity industry.

Digital WG – the website continues to develop and prove to be a great resource for the Association, both for information, booking events and as a source of customer leads. The social media posting (with the help of Angela Lambert) has become a great resource for the Association and continues to expand our presence in the digital world.



Membership – as mentioned earlier we are now at 125 members, up from 115 last year. This is an excellent result and thank you to everyone in the Association who has helped new members join the UKLCA. More members help us financially but also help us represent the industry better, especially when dealing with other stakeholders such as the Government.

Sponsors – the number of sponsors has now grown to 19. Our sponsors are fantastic in their support and are a big part of the success of the UKLCA. Most will be present at the Conference and I look forward to meeting up with them. Make sure you spend some time with them.

Finance – the main financial drivers of the UKLCA are membership fees and sponsorship. Both are growing well and helping to support a very active UKLCA. We have also managed to increase our reserves and reach our target of £20,000. These reserves are important to help the Association survive should we encounter other external factors that we cannot control e.g. COVID, Ukraine invasion. Our financial stability has also enabled us to subsidise the Conference and the Summer Festival. Just to remind you the SF early bird tickets cost just £35! Where else could you get an educational training/networking/supplier meeting day out with free breakfast, lunch and drinks for just £35!!!

Committee – we saw relatively little change in Committee membership during the year. We welcomed Karl Fletcher and Neil Sagoo to the Committee. Next January I will be stepping down from the Chair role and we need to find a new Chair for the Association. The UKLCA would not survive without the input from its volunteer Committee members. I will be speaking about this to you at the Conference and we will be seeking new Committee members to bolster the team. If you have an interest in becoming a committee member to please put your name forward to our secretary, Kate at secretary@uklawncare.net.

Interaction with stakeholders – this year marked the first year that DEFRA has asked for the input of the lawn care industry for the nationwide Pesticide Usage Survey. Through our interactions with the Amenity

Forum we have managed to get DEFRA to recognise the importance of the lawn care market and involve us. This year's survey had some questions specifically aimed at lawn care. I know I badgered all of you to get involved and fill in the survey. I am pleased to say that we had a record number of lawn care companies return the survey. I would have liked to see even more returns so rest assured I will be badgering you again in 4 years when they do the next one. As DEFRA use this survey when making key decisions it is VITAL that they better understand professional lawn care. In 2025 I also became a Director of BASIS. I see this voluntary role as "squeezing the circle" in stakeholder involvement for the UKLCA. BASIS are a very influential body with many different Government and educational bodies. The new National Action Plan legislation has added even more support to raising standards in the Amenity Industry. The new BASIS CEO is also driving their involvement in lawn care and the other amenity industries which will play a key role in raising standards for all. We will hear more about this when Martin Ford of BASIS presents at the Conference.

Lastly, I would like to express my thanks to all those who make the UKLCA the success it is today. To the sponsors, who help us put on fantastic events for our members and who all say they love coming to the UKLCA events! To the Committee members who volunteer their time to help drive the Association forward and keep it on an even keel. To all the members of the Working Groups who also volunteer their time to drive projects forward. To our Secretary Kate, who is the real perpetual motion that keeps the Association moving forward. And lastly, thanks to our members, all 125 of you. Thank you for your support in 2025.

Have a great 10th Anniversary Conference and a successful 2026.



The Power of Volunteering

The Role of the UKLCA Committee

At the heart of the UKLCA is a dedicated voluntary committee whose commitment, expertise and enthusiasm help shape the Association's direction and success. Giving their time alongside busy professional lives, committee members play a vital role in ensuring that the UKLCA remains relevant, responsive and supportive of its members.

The committee is responsible for guiding the strategic vision of the Association, developing educational opportunities, supporting events such as the annual conference, and representing the interests of the wider membership. Just as importantly, it provides a forum for collaboration, where ideas can be shared, challenges discussed and solutions developed collectively. This spirit of teamwork is what allows the UKLCA to continue to grow and adapt in a changing professional landscape.

Volunteering on the committee is not only about giving back; it is also about connection, influence and professional development. Committee members gain insight into how the Association works, contribute to decisions that shape its future, and build lasting relationships with colleagues who share a passion for excellence and progress.

Two of our committee members have shared why being involved matters to them.

Neil Sagoo Definition Lawn Care



I joined the committee just under a year ago, and joined UKLCA about 2 years ago when I was just beginning to think about a career in lawn care. So I am new in several ways.

Why did you join?

To help shape the direction of the association from the perspective of someone who is new to the industry and from the perspective of someone who, like the majority of members, only has ambitions to operate one or two vans.

The Role

The whole point about being a committee member, other than the chairman, is that there are no assigned roles. Being a committee member does not mean extra work, beyond period meetings (most of which are online), so the time commitment is minimal. The committee are for direction and guidance rather than "doing".

How has UKLCA it helped my business?

In too many ways to count but in all cases by introducing me to people who are happy to share their knowledge and experience. Whether that is on technical matters (given that there are not yet any formal courses or books that teach us what we need to know) or how to set up and run my fledgling business there are always plenty of people happy to share, educate and help.

The defining characteristic of the association is its sharing nature.

Industry concerns?

The reducing number of available pesticides is a slow burning problem which we need to try to reverse. This, and other regulatory changes, are things we will be better able to address collectively through the association rather individually.

Climate change (with weather patterns changing, droughts, hose pipe bans, extreme cold, etc) is something even the association cannot fix!

Any thoughts for the future of the Association?

The strength of the association is its active members. However there are some who are not getting the most from it. The association could be even stronger if all its members participated in things like online and in person events and data sharing.

John Draper Greener Gardens

I was invited to join the inaugural UKLCA Committee alongside Jim Hewlett and Tom Arnold. At the time, the Association had no members and no money, but it did have a huge amount of passion and belief in the independent sector.

Tom and I are the only continuously serving committee members, and over the years we have both had the privilege of serving as Chair and Vice Chair.

Why did you join?

For years I had been vocal about the need for a body to represent and support independent lawn care businesses. From my earlier roles with Scotts Professional (now ICL), I had seen first-hand both the challenges and the potential within the sector.

When I was asked to join the committee, I felt genuinely humbled, it was very much a case of put up or shut



up. I'm glad I said yes. Together, the committee has helped shape the Association into what it is today, built strong, value-adding relationships with sponsors, and created opportunities for members to connect, learn and influence the direction of our industry.

How has the UKLCA helped your business?

One of the greatest benefits has been the peer support and openness. Simple questions like "How many customers have you got?", "Where do you operate?" and "How many staff do you have?" still spark honest conversations. Over 15 years on, I continue to have weekly, open discussions with members I first met through the Association.

In the early days, visiting other members' businesses was hugely influential. Lawntech helped me visualise what a well-structured workshop operation could look like, while Top Grass demonstrated what scaling an independent business might realistically involve.

If I had to summarise it simply: networking, friendship, and a lot of free counselling.

Any thoughts for the future of the Association?

It's encouraging to see new committee members joining, bringing fresh energy and perspectives. To keep moving forward, we must continue to set and demonstrate best practice, support the Association's role in protecting members' investments and remain open to new ideas as the sector evolves.

I'd also like to see the Association clearly add value to every stage of business growth, whether that's a Lifestyle business (£300k), an Explorer (£500k), or an Entrepreneurial business (£1m+).

Most importantly, the Association only moves forward when members step forward. It has been great to work as part of a team, remember volunteering isn't about having all the answers, it's about bringing your enthusiasm, experience, asking better questions and helping shape the future of our industry. Your participation really does make a difference.



Celebrating 10 Years of the UKLCA Annual Conference

This year marks a significant milestone for the UKLCA as we celebrate ten years of our annual conference. What began as a shared ambition to create a dedicated space for learning, discussion and connection has grown into a cornerstone event for our Association and its members.

Over the past decade, the conference has evolved alongside the profession itself. Each year has brought new perspectives, emerging themes and practical insights, reflecting the changing landscape in which we work. From early conversations focused on establishing best practice to more recent explorations of innovation, leadership and collaboration, the conference has consistently provided a forum for meaningful exchange and professional growth.

The progress of the UKLCA is closely tied to the strength of this event. The annual conference has helped to build a vibrant and supportive community, bringing together professionals from across the sector to share experience, challenge thinking and learn from one another. It has also played an important role in amplifying voices, showcasing excellence and encouraging the development of skills and confidence across our membership.

None of this progress would have been possible without the commitment of our volunteers, speakers, sponsors and delegates who have contributed their time, expertise and energy over the past ten years. Their involvement has helped shape not only the conference, but the direction and impact of the Association as a whole.

As we reflect on the achievements of the last decade, we also look ahead with confidence. The UKLCA annual conference remains a vital platform for connection, learning and progress, and we are excited to continue building on this strong foundation in the years to come.





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