



BALI's highly anticipated GoLandscape launch inspired the crowds at FutureScape 2016, whilst BALI-NCF and Adtrak contributed to a thrilling showcase for the Association.

The British Association of Landscape Industries' new careers initiative, GoLandscape, launched yesterday at the 5th anniversary of FutureScape in front of 120 students, landscapers, garden designers and career changers.

Eight inspirational speakers from across the wider landscape industry helped launch the initiative and included ITV's Love Your Garden presenter, author and horticulturalist Francis Tophill; Plantsman, RHS Ambassador and Broadcaster Jamie Butterworth and landscaping veteran Rick Davies, Operations Director for Registered BALI Contractor Willerby Landscapes Ltd.

BALI's Chief Executive Wayne Grills commented "We were delighted to have the support from a truly diverse and inspirational pool of individuals, representing a wide variety of skill sets from across the industry. Seeing them all come together to champion the importance of finding the next generation of landscaper, as well as to hone the message that landscaping provides real career opportunities for everyone, from all walks of life, was truly moving."

He continued...

"Watching the audience interact with the panellists following an excellent Q&A session was extremely gratifying as it meant the individuals in the room were showing a real passion for the industry and a flare for creativity which was clearly in abundance. This is exactly what GoLandscape is designed to do by encouraging young people, students and career changers to take up roles as landscapers and garden designers to name just a few of the roles available.

BALI will be working incredibly hard to maintain the momentum that was generated at the launch and we very much look forward to developing an exciting program of activity for 2017."

BALI Board Directors David Dodd, owner of BALI Registered Contractor The Outdoor Room Ltd and Nigel Bowcock from BALI Registered Contractor Acre Landscapes Ltd are jointly responsible for the GoLandscape initiative.

David commented "What an incredible day for everyone involved, including me. To see so many faces in the audience eager to get stuck in and get involved with GoLandscape was a fantastic feeling. We look forward to working with the schools and colleges over the next few weeks and months as we continue to roll the initiative out across the UK".

Nigel commented "What a buzz! This is what it means to be in the landscaping business. Yesterday's event was a real career highlight. The passion and enthusiasm from those in the room meant everything to me and I can't wait to get started on the next phase."

Along with the launch event, BALI also unveiled its new GoLandscape website, www.golandscape.co.uk, which provides useful guidance and advice on starting out in the landscape industry and aims to inspire website visitors from all backgrounds just how rewarding the landscape sector can be.

GoLandscape will be piloted in the BALI South Thames Region first, starting next week, and running into the New Year, with careers events, workshops and school visits on the agenda, with further information on future activity to follow soon.

A launch video was shown off during the presentation, which can be viewed [here](#).

Elsewhere, BALI had a successful show meeting lots of its members and introducing them to the GoLandscape initiative following the seminar. Lots of enquiries were received from new and prospective members and the stand's proximity to the seminar rooms helped pull in interest from throughout the main hall.

BALI's National Contractor Forum (BALI-NCF), a group of influential major contractors working in the landscape and grounds maintenance sector, also staged two seminar sessions during FutureScape, one focusing on the Apprenticeship Levy and the other on Managing our Green Spaces. Both seminars were well-attended and audiences were left suitably impressed with the quality of the speakers and the informative nature of the subject matter discussed.

BALI's latest membership benefit partner, Adtrak, who offers specialist digital marketing and web design services to members, were exhibiting at FutureScape for the very first time in the aptly named Adtrak Zone. Adtrak were delighted with the response to their free website health check and complimentary Google advertising credit packages that are exclusive to BALI members and picked up several quality leads from leading landscape organisations looking to improve on their own digital footprint.