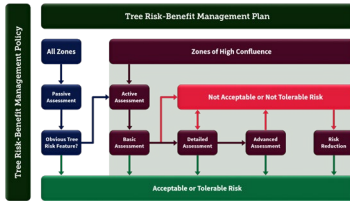


Uncomplicated, intuitive, smarter



Whether you manage or assess tree risk, we're here to help make your life less complicated and more effective.

From **Strategy** to **App**, we've got all your bases covered with the first complete tree risk-benefit management system. By taking out the *bafflegab* (vague and ambiguous words) and *numberwang* (questionable maths that you can easily get wrong) from tree risk, we've made it:

"Uncomplicated...intuitive...simpler...clearer...smarter"

This is what Duty Holders, Arborists, and other staff who we've trained as Basic Validators **are all saying**. These are some words you'll likely use to describe how you feel after you've validated your approach to tree risk.

**Reasonable
 Proportionate
 Reasonably practicable**

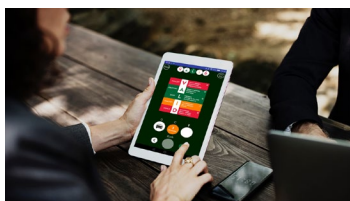


Tree risk-benefit management

Whether you're a Government Agency, Landowner, or Homeowner you have a duty of care to manage the risk from your trees dropping branches or falling. That duty of care says you should be reasonable, proportionate, and reasonably practicable when managing the risk to an Acceptable or Tolerable level.

VALID's got your back here with our full range of easy to understand and common sense **Tree Risk-Benefit Management Strategies**. As part of our not-for-profit goals, they're released under a creative commons license. That means they're *free* and open to *everyone*. **Validators** can help you customise these strategies. They also have a potted version to help you if you've not yet formally adopted a strategy.

**VALID has been stress-tested
 to breaking point**



Tree risk-benefit assessment

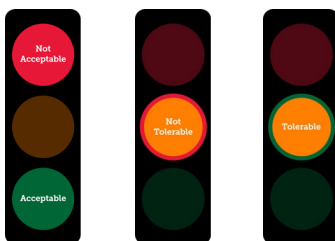
Our Tree Risk Benefit Management Strategies do over 99% of your risk-benefit assessments for you. When you need to carry out a *Detailed Assessment*, you'll use our super smart and intuitive **Tree Risk App**.

The engine of the App has been built with a Professor of Natural Hazards & Risk Science. The Professor's an internationally distinguished expert in this field. He's test-driven the model to breaking point:

"We have stress-tested VALID and didn't find any gross, critical sensitivities. In short, the mathematical basis of your approach is sufficiently robust and dependable for any practical purpose."

Willy Aspinall
 Cabot Professor in Natural Hazards & Risk Science
 University of Bristol

**Risk ratings are as easy to
 understand as traffic lights**



Tree risk ratings

Yes, it really is that clear and easy to understand. There's no confusion about what vague and ambiguous words or complicated numbers mean. We have four easy-to-understand traffic light coloured risk ratings.

- Red Not Acceptable** risks will be reduced to an Acceptable level
- Amber Not Tolerable** risks will be reduced to an Acceptable level, but with a lower priority than red Not Acceptable risks
- Amber Tolerable** risks will not be reduced but may require an increased frequency of assessment than green Acceptable risks
- Green Acceptable** risks will not be reduced

Tree risk-benefit management advice & training

We work with duty holders to help them manage the risk and benefits from their trees. We also **train** Arborists to become **Validators**, or staff who aren't Arborists to be **Basic Validators**.

**Visit our Training page
 Or get in touch for help**