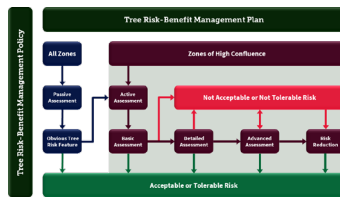


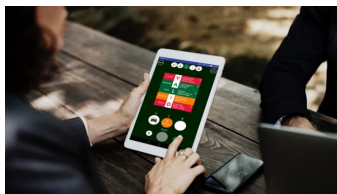
The Strategy at a glance



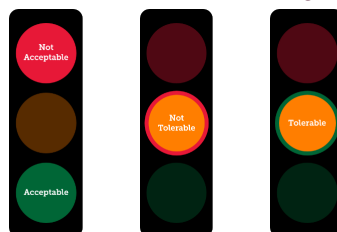
Reasonable
Proportionate
Reasonably practicable



VALID has been stress-tested
to breaking point



Risk ratings are as easy to
understand as traffic lights



Visit our Training page
Or get in touch for help

Simpler • Clearer • 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 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 team members who we've trained as Basic Validators are all saying. They're some words you'll likely use to describe how you feel after you've validated your approach to tree risk.

1.1 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 falling or dropping branches. To fulfil your duty, you should be reasonable, proportionate, and reasonably practicable about managing the risk to an Acceptable or Tolerable level.
- VALID's got your back here with our full range of ISO 31000 compliant and common sense **Tree Risk-Benefit Management Strategies**. As part of our not-for-profit goals, we've released all the strategies under a creative commons license. That means they're *free* and open to *everyone*. **Validators** can help you customise your strategy. Or, they have an abbreviated *Validator Strategy* that covers you and them.

1.2 Tree risk-benefit assessment

- Risk-benefit assessments are carried out under the protective umbrella of our Tree Risk-Benefit Management Strategy. The Strategy does more than 95% of your assessments for you. When you need to carry out a *Detailed Assessment*, you'll use our super smart and intuitive **Tree Risk App**.
- We've built the engine of the App 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

1.3 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

1.4 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**. And personnel who spend a lot of time outside, who aren't Arborists, to be **Basic Validators**.