



Strategy 2022 – 2025

The British Association of Landscape Industries (BALI) was established in 1972 as the UK's representative trade association and accreditation body for the landscaping industry, which is worth £29 billion annually.

Our membership comprises interior and exterior landscapers, designers, grounds maintenance contractors, and companies supplying industry-related products and services. Membership of BALI requires a commitment to delivering professional excellence by continually raising standards across the industry.



Vision

To become the essential accreditation partner for all landscape professionals.



Mission

We represent, support and accredit the landscape industry, providing training, professional advice and opportunity to members, and quality assurance to their clients.



Values



Support endeavour

- We help people to **identify and achieve** their ambitions
- We **invest time and resources** in developing skills
- We **collaborate and share knowledge** for mutual benefit



Encourage innovation

- **We look for better ways** of doing things in every area of our business
- **We nurture** creative thinking and entrepreneurial behaviour
- **We encourage and reward** new ideas, wherever they come from



Celebrate excellence

- We set and uphold **high standards** for ourselves and others
- We use our **expertise** to add value
- We recognise and **reward high performance**



Demonstrate leadership

- We **anticipate and react** to the needs of others
- We take a long-term view, **working toward a common goal**
- We promote **ethical, environmental and commercial sustainability**

Strategic imperatives

Lead the industry

Build the membership base

Be relevant to end-clients

Future proof the organisation