a more pleasant working environment for the staff, and improve profitability. This has been effective.

How would you describe the company ethos?
Our approach involves being ecologically sensitive and maximising biodiversity enhancement, but in an aesthetic way. We combine both aspects and also provide arboricultural services. This has been received positively by our clients who recognise the economies around using us for all services.

Our strapline is 'bringing nature to the heart of design'. That is what the company's about, enhancing biodiversity in the context of development. Soon, Biodiversity Net Gain will be legally mandated. We're well positioned in that regard.

We have a strong portfolio, and I want to maintain and enhance that. We have a good base of existing clients, but when taking on new clients, we have a conversation to ensure that we are on the same page. We are client focused and have a strong brand, so I try to reinforce that at all times.

Would you consider yourselves to be specialists in a specific field?
Our main sectors include; community building, high-end residential, leisure and recreation. There is a small amount of work for schools, but that goes mainly to design and build contractors so we are not involved. We do strategic work, which takes sites through to planning and also build-out. Strategic is our strength, but we do both.

How would you describe your leadership approach?
The best outcome is when the needs of the staff intersect with the needs of the company. To achieve this, I take into account the individual requirements of staff – such as part-time working due to young children, amongst others – and ally these with the needs of the company. If you can do this, staff will be very productive and loyal.

Do you still have a hands-on role?
I am when I need to be. I will generally, at least, have a good look at the site, then the staff carry on with it. I undertake expert evidence at public enquiry for our clients.

What are your design inspirations?
I would go back to the original landscape architects, such as Geoffrey Jellicoe and Gertrude Jekyll; the landscape artist Andy Goldsworthy (who produces site-specific sculptures and land art situated in natural and urban settings); and Charles Jencks, who is noted for his earthworks.

What inspired you to become a landscape architect?
It's all about ensuring that green infrastructure is both beautiful and biodiverse coming at that from a landscape architect's angle was more effective than →

"OUR APPROACH INVOLVES BEING ECOLOGICALLY SENSITIVE AND MAXIMISING BIODIVERSITY ENHANCEMENT BUT IN AN AESTHETIC WAY"

1 Wick Lane development, London ©DRMM and Taylor Wimpey East London
2 Hellingly
3 Barnhorn Green