

The Landscape Juice Network (LJN)

What is it?

LJN is an open association of individuals and companies involved in landscaping, garden maintenance, horticulture and garden design.

The site is free to join. There is no restriction to being a member and all information - with the exception of that exchanged within a few specialist groups - is available for anyone to read and comment upon.

Why was it formed?

LJN was formed in April 2008 to provide a network for professional gardeners and landscapers as well as any person or business related to the industry.

It aims to provide a website where members can meet online and participate in discussion, share information and form relationships that help to advance their knowledge and strengthen their respective businesses.

It also aims to offer an "open access" alternative to the "vetted membership only" policies of some existing organisations. It is the LJN philosophy to empower its members to be expressive and transparent about their own abilities, ambitions and, most importantly, limitations.

By making each and every member's profile available to view openly, LJN's transparency brings a refreshing honesty. This approach will help potential partners and clients make an informed decision about engaging with a person or business.

LJN's objectives

To continue to grow and influence the decisions that impact all of the related professions.

To raise awareness of the many challenges that garden and landscape businesses face (particularly SMEs) and provide short cuts to solutions.

To ensure that the Internet plays an important part in our industry's development and gives a greater voice to those who previously had no access to professional organisations.

To give prospective clients additional confidence, through the information available and the signed customer charter.