

# Forest for Peterborough Business Plan

## Our vision

Forest for Peterborough is a growing forest for a growing city. A tree planted for every resident in the city will create new areas of woodland and reconnect existing woodland across the Greater Peterborough area. A total of 170,000 trees will be planted over 20 years enabling succession from current tree stock and promoting a truly sustainable city.

*“A forest is a place where people live, work and play”*

## Introduction to the business plan

The Forest for Peterborough is a partnership project delivered by Peterborough Environment City Trust (PECT) and supported by the Natural Networks partnership, whose members provide extensive forestry knowledge and expertise. Select members of the Natural Networks partnership act as the steering group. This group consists of: Forestry Commission, Peterborough City Council, PECT and Woodland Trust.

Forest for Peterborough was launched in November 2010, with the first planting season engaging over 130 volunteers who planted 5,000 trees.

The 20 year business plan sets out the high level strategy, outlining the vision and providing a framework for: partnership arrangements, planting policy and future management of the project. A detailed three to five year delivery plan will operate alongside the business plan, for example stating the planting locations and number of trees planted in those years.

The business plan was approved by the Natural Networks partnership on 16th November 2011. As with all good business plans we anticipate this will be a 'living' document and will develop and evolve with the project.



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## **About Peterborough Environment City Trust**

Peterborough Environment City Trust (PECT) is an independent charity working for a cleaner, greener, healthier Peterborough.

We deliver a range of projects and initiatives working with local people, communities, schools, businesses, local authorities and voluntary organisations. Our aim is to create a truly sustainable Peterborough...the UK's Environment Capital.

We've developed a reputation for effective delivery and successful partnership working. We don't just talk about what could be done – we go out and do it, trialling innovative new ways of addressing environmental problems. Projects benefit from a clear vision, and deliver real change.

## **About the Natural Networks partnership**

The Natural Networks Partnership is a group of organisations that work to protect and enhance the green spaces of Peterborough as the city grows.

The partnership represents not only a network of local organisations working together towards a shared vision, but also the network of high quality, well maintained open spaces, wildlife corridors, woodlands and lakes within the greater Peterborough area.

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## What is Forest for Peterborough?

Forest for Peterborough is an ambitious, long-term, multi-agency initiative to increase woodland cover and biodiversity through the planting of 170,000 new trees in Peterborough.

The project spans 20 years and aims to:

- Increase woodland cover and biodiversity across Greater Peterborough
- Enhance local landscape amenity
- Provide educational opportunities
- Engage and enable volunteers
- Join existing woodlands to enhance wildlife habitat potential
- Maintain continuous tree cover into the future
- Manage the new woodlands towards sustainability.

## What does a Forest for Peterborough look like?

Forest for Peterborough is a patchwork of woodland (which includes flower-rich paths and glades, wetland features and open parkland areas) covering the Greater Peterborough area. Regular tree planting and woodland maintenance activities enable residents to actively engage in creating new woodland in their city, learning about the importance and benefits of trees at the same time. A tree adoption scheme gives residents and businesses the opportunity to play a part in the Forest's development and all trees are given a good start in life with their first 15 years of maintenance provided through the project.

## Why plant trees?

Trees provide a multitude of benefits, both long and short term. As well as being attractive aesthetically they remove and store carbon from the atmosphere, slow heavy rain and so reduce the risk of flooding, enhance air quality and improve the urban heat island effect by reflecting sunlight and providing shade. Trees bring economic benefits to an area by reducing green-space maintenance costs, providing saleable products such as fuel and timber, and by raising house prices on aesthetic grounds. Lastly, trees greatly benefit the people living around them by having a positive impact on mental health and wellbeing, reducing stress and encouraging outdoor exercise.

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## Governance and delivery

The Forest for Peterborough is a partnership project delivered by Peterborough Environment City Trust and supported by the Natural Networks partnership, whose members provide extensive forestry knowledge and expertise. Select members of the Natural Networks partnership act as the steering group. This group consists of: Forestry Commission, Peterborough City Council, PECT and Woodland Trust.

Project partners and other organisations can pledge their support to the Forest. By pledging their support partners commit to track the number of trees planted within their own organisations and to report these back to PECT on a six-monthly basis, these trees then form part of the Forest for Peterborough.

All resources generated for the Forest for Peterborough will be administered by PECT, with all income ring-fenced solely for delivery of the Forest for Peterborough project.

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## Trees and maintenance

Forest for Peterborough will only plant British native woodland varieties except in exceptional circumstances where the planting of a non-native variety has been recommended for particular wildlife or community benefits or due to the effects of climate change. On issues of planting density, species selection and planting conditions, PECT will follow guidance from Woodland Trust and Forestry Commission.

Trees will be planted during the months of October through to March by people who work and live in Peterborough – public planting days will be organised throughout these months.

The maintenance of newly planted trees is critical to their survival. Prior to planting taking place, each landowner will be asked to enter into a maintenance agreement confirming that they are prepared to maintain the trees for a minimum of 15 years, or that provisions are in place for the trees to be maintained by PECT or another third party.

Where the establishment of woodland will increase the existing maintenance costs of the planting site, PECT will make an additional payment to the landowner to cover the increase in expense. This arrangement will continue for 15 years, whereupon the landowner will become solely liable for all maintenance costs. Maintenance costs are calculated using the methodology from Woodland Trust's 2011 report 'Trees or Turf'.

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## Funding

There are a number of different funding options which will be pursued in order to secure sufficient resources to deliver the project's aims. These include:

- Direct fundraising
- Corporate sponsorship
- Grant funding
- In-kind funding
- Sale of woodland products.

All funding will be restricted for use for the Forest for Peterborough only. Use of funds will be audited by an external auditor and published.

## Pricing

Trees can be adopted on a sliding pricing scale depending on quantity (see below):

Quantity	Price
1, 2 or 3 trees	£15 each
4 trees	£50
10 trees	£100
100 trees	£800

## What does this pay for?

If a single tree is adopted at £15, this is the average split on expenditure:

Description	Price
Trees and planting materials	13%
Maintenance for 15 years	74%
Staffing and overheads	11%
Marketing, education and awareness raising	2%

The costs will vary due to a number of factors including the size and type of tree and where the tree is planted. If the cost of establishing a single tree is less than £15, due to lower

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maintenance costs, then any surplus will be fed back into Forest for Peterborough project.

## How will we know what is being achieved?

The success of the Forest for Peterborough will be monitored by PECT using the following performance indicators:

- Number of trees planted by PECT and project partners
- Number of volunteers engaged
- Number of Forest events held
- Number of trees adopted
- Has good stewardship been achieved?
- Trees are kept fully maintained
- Evidence of new habitat creation (such as new wildlife ponds, wildflower meadows, etc.)
- Evidence that the areas being used by the general public, e.g. for recreation.

Success in these areas will lead to the establishment of a healthy and diverse network of woodland habitats which have been planted by Peterborough residents, engendering a strong sense of ownership and pride. These woodlands offer stewardship of Peterborough's green spaces, continuing to benefit wildlife and residents alike for generations to come.

## Achievements so far

Launched in 2010 Forest for Peterborough project has already achieved:

- 5,000 new trees planted at Thorpe Meadows in Peterborough
- 4 planting days held
- 2 tree maintenance days held
- Over 120 volunteers engaged

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*“It’s a unique opportunity to literally help in shaping our city. During the planting it was interesting to learn about the importance of trees and to visualise the shape that the forest would eventually take. I have now been back several times to check on the trees’ progress.”* Clare, Fletton

If you would like to find out more about the Forest for Peterborough, get in touch...

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