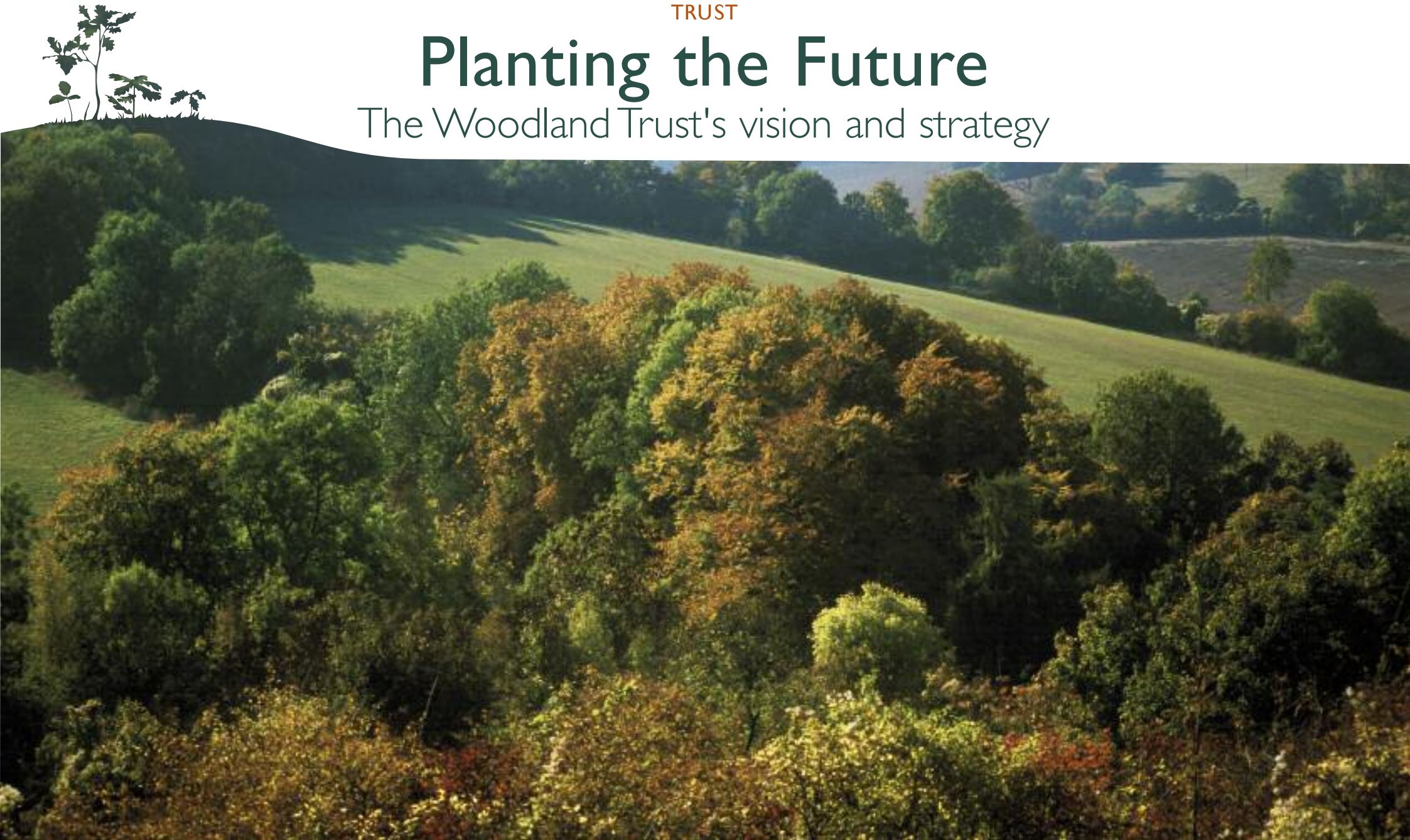




WOODLAND
TRUST

Planting the Future

The Woodland Trust's vision and strategy



Introduction

At the Woodland Trust we're passionate about native woods and trees. We work hard to increase woodland and tree cover, to protect woods and trees, and to inspire others to care about them too. We're now recognised as the UK's leading woodland conservation charity and have an impressive string of successes to our name.

But we are not complacent. The world is constantly changing, giving rise to new

opportunities and challenges, and it is important that every now and again we stop and take stock before continuing with a renewed focus, vigour and sense of purpose.

This document sums up some of the Trust's achievements to the end of 2009, and sets out its vision and direction for the next decade.

Our new plan is a turning point in our history, celebrating the strides we have made, but setting some ambitious new goals.

Success story

The Woodland Trust was founded in 1972 with the aim of conserving and expanding the UK's native woodland. From small beginnings, the Trust has grown to an organisation with over 200,000 members, employing nearly 300 staff, and managing 1,000 woodland sites across the UK.

At first the Trust acquired woods to conserve them for the future, and then set its sights on increasing the UK's native woodland by buying land to plant. But as the Trust flourished and the scale of its ambitions grew, so did the range of its activities; expanding and managing our own estate was no longer enough so we turned to advocacy, campaigning, education and inspiration.

Now widely recognised as the UK's champion of native woods and trees, the Woodland Trust works with passion and commitment towards achieving its vision of **a UK rich in native woods and trees, enjoyed and valued by everyone.**

As a nation, we face challenges on a huge scale: mitigating and adapting to the effects of climate change, ensuring food and fuel security, tackling increasing levels of obesity and mental ill-health, reversing loss of biodiversity and protecting the landscapes we cherish. This signals the need for visionary thinking, and for imaginative, bold and rapid action.



WTPL Steven Kind

More trees, more good

Our top priority is enabling the creation of more native woods and places rich in trees. We want to see a doubling of native woodland cover over the next 50 years. The UK is still one of the least wooded countries in Europe, yet increasingly it is recognised that trees and woods are fundamental to healthy, functioning landscapes which are able to meet our needs for the future. By focusing on woodland creation, we believe we can maximise our impact, working through others to make a substantial change to the environment and to society. In the future we will promote the very broad case for woodland and aim to reach anyone who has the capacity and interest to plant trees.

Trees improve air and water quality, can help ameliorate the effects of flooding in urban and rural areas, provide shade and shelter that benefit crops and livestock on farms, encourage pollinating insects and reduce energy consumption in buildings. They also store carbon, and provide carbon-lean alternatives to fossil fuels for heat and power production, and a more sustainable alternative to other construction materials.

In addition, trees and woodland are good for our health, providing tranquil places to relax away from the stresses and strains of everyday life, and are an affordable destination for outdoor activities.

When you also consider that native woods form some of our most valuable wildlife habitats, the case for more trees and woods becomes truly compelling.

The Woodland Trust has been creating new native woodland across the UK for nearly 40 years. Examples of our success include our many large-scale sites planted in Community Forests and the National Forest, our Millennium 'Woods on Your Doorstep' project, which resulted in 250 new community woods, and our Tree for All campaign, which saw the planting of 7.5 million trees. Other notable achievements include flagship projects like Glen Finglas in Scotland, where we



WTPL Gary Haley



WTPL Steven Kind

MORE TREES MORE GOOD

are creating a mosaic of woodland, wood pasture and open space on a vast 4,000ha estate, and Heartwood, near St Albans, which, once completed, at 350ha will be the largest new native wood in England.

We want to see 15,000ha of new woodland created each year over the next 50 years. We believe this is in line with Government aspirations for an ambitious increase in woodland cover for mitigating and adapting to climate change. However, achieving it will need a step change in activity. Planting rates have fallen steadily over recent years across the UK, and there are many other pressing demands on our land. We have therefore come up with a bold strategy to drive forward our vision.

We believe we have a key role to play, sharing the experience we have built up over the years with others and working together to increase tree cover across the whole landscape.

We want to mobilise activity on a number of levels, inspiring everyone with the same passion we feel for creating new woodland and planting trees. We will seek to enthuse every section of the population, and we'll start by launching a mass communications campaign, telling everyone about the fantastic range of benefits that woods and trees provide. This campaign is called 'More Trees, More Good'.

We will build a range of innovative partnerships with individuals, companies and institutions who can work

with us to create more tree-rich landscapes – similar to those we have already forged with the National Health Service, through its NHS Forest initiative, and Sainsbury's, with its Woodland Eggs brand.

We will find a range of ways to disseminate the woodland creation expertise we've developed over decades, from face-to-face advice for landowners to online resources that position us as the first port of call for woodland creation know-how. Giveaways like our hedge and copse packs will also provide people with the tools they need to create woodland on their own land. This advice and outreach work will be spearheaded by our new woodland creation team.

We will talk about individual trees as well as woodland. We recognise that in a densely populated country like the UK, there's a need to ensure the land can provide food, fuel and fibre, as well as spaces for people to live and work, and room for wildlife to thrive.

Planting trees and creating new native woods needn't be in competition with all of these – in many cases it will be complementary. But to expand tree cover on the scale we envision requires a range of approaches, from planting individual trees in hedgerows, parks and streets, to planting copses and shelter belts, corners of fields on farms, to larger scale woodland creation.



WTPL Mrs J Parry

Protecting for the future

It's also vital that we continue to protect and restore the UK's existing native woodland and trees, especially those that are ancient. Home to more rare and threatened species than any other habitat, ancient woods are irreplaceable, which is why we believe there should be no further loss.

The UK is internationally important for its ancient trees. Old, gnarled and rotten, they are refuges for a rich array of wildlife. In aiming to prevent further loss of ancient woodland, and any further avoidable loss of ancient trees, the Woodland Trust has inspired others to understand, value, protect and restore them.

We have influenced land use policies and strategies at a national, regional and local level, resulting in much stronger protection for ancient woodland. We have campaigned to protect individual ancient woods and trees, threatened by development, and succeeded in

more than 70 per cent of the cases tackled. And we have led the way in advocating, and practising, the restoration of ancient woods planted with non-native conifers: by the end of 2009 we had been instrumental in starting or promising restoration on more than 7000ha of planted ancient woodland, much of it on others' land.

We aim to continue this work. Irreplaceable ancient woods continue to be threatened by relentless development pressure. Restoring planted ancient woodland sites is crucial, but it is a race against the clock to ensure restoration begins before they become ready for felling and are restocked with conifers once more.

Ancient trees and old growth habitats are poorly protected and our work to safeguard them is still in its early stages. It is important that we do not lose the

ground that has been gained through our advocacy work, and we will continue to hold decision makers to account on the promises they have made. We will also seek to empower people to act themselves to save woods under threat through our WoodWatch programme.



WTPL/R Beck



WTPL Steven Kind



Inspiring others to act

We cannot achieve our aims without support, and firmly believe that bringing people into contact with trees, woods and their wildlife is the best way to inspire them to act – the earlier the better. That's why we believe every child should have the chance to plant a tree: our Tree for All campaign aimed to plant 12 million trees (one for every child in the UK), involving 1 million children. By the end of 2009 we had already involved 2.2 million children in tree planting schemes, and the number continues to rise.

We have developed and maintained the only comprehensive database of accessible woodland in the UK, and are now taking that one step further, turning it into VisitWoods, an exciting



new resource that aims to bring people directly into contact with woodland and its wildlife. We believe there should be a wood with open access close to everyone's home.

Through projects such as the Ancient Tree Hunt and Nature's Calendar, we have engaged thousands of people in recording nature, and our Nature Detectives club, with its constant stream of fun activities designed to get children to get into the great outdoors, has 26,000 members. We will continue to look for new ways to engage and excite people about the natural world, and woodland in particular, and to empower them to act to change their local environment for the better.



WTPL/J Town



WTPL/Brian Aldrich

Achieving our vision

Achieving our vision, while exercising the prudence appropriate to the current economic climate, means some change of emphasis.

Despite difficult economic times the Trust remains financially healthy, with unrestricted income rising by 17 per cent between 2006 and 2009. Membership increased in the same period from 159,000 to 200,000. But our vision means achieving even more than in the past, and to do this we will seek to build on our existing relationships and develop many new partnerships with funders, businesses, and individuals who can help us.

Our woods are a precious asset. They deliver direct benefits for both wildlife and people, and enable us to speak with authority, from practical experience, on conservation issues. We will ensure our resources are being spent in the most efficient way to maximise these benefits, and will seek to use our estate more effectively to demonstrate the value of trees and woods to society.

Even as a relatively small organisation, the Woodland Trust has achieved great things through the passion and commitment of its staff and supporters, who believe wholeheartedly in what we do.

Through articulating our shared values and aims, working even more effectively together and with external partners, we believe we can achieve a whole lot more. We're therefore looking to increase our skills, partnership working and the amount we actually spend on our conservation objectives so we can achieve the maximum possible for trees, woods and their wildlife in the UK.

How can you help?

1. Spread the word: We believe our vision is powerful and our message will gain in strength the more it is heard. You can help by telling others about it – family, friends, colleagues, business associates

2. Support us: We need to raise funds for our work, but support doesn't just need to be financial. It could

be through putting us in touch with influential people, or pointing us towards potential new partnerships

3. Plant trees! If you are a landowner, or have influence over landholdings, then you could do your bit by planting new native woodland. Even small areas can make a difference.

Find out more at MoreTreesMoreGood.org.uk

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Call 0845 293 5858 or visit woodlandtrust.org.uk

The Woodland Trust *

Grantham
Lincolnshire NG31 6LL
01476 581111

The Woodland Trust Scotland

South Inch Business Centre
Shore Road
Perth PH2 8BW
01738 635829

The Woodland Trust Wales (Coed Cadw)

3 Cooper's Yard
Curran Rd
Cardiff CF10 5NB
08452 935860

The Woodland Trust in Northern Ireland

1 Dufferin Court
Dufferin Avenue
Bangor
County Down BT20 3BX
028 9127 5787

*** Registered office**

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