



LET'S GROW TOGETHER

**Partnership opportunities
for businesses**

woodlandtrust.org.uk/partnerships

GROWING TOGETHER



Trees are not just a part of our landscape; they're the lifeblood of our planet. Since 1972, we've been unwavering in our commitment to championing the incredible benefits that trees provide.

Our mission to protect, restore and create woods and trees across the UK is at the forefront of our fight against climate change. We're dedicated to sustaining wildlife and improving the health of both people and the environment. But we can't achieve this alone.

We need the support of corporate partners to amplify our efforts. It's essential for us to deliver the benefits of trees on a grander scale. Together, we can achieve the solutions we all desperately need. We can restore our ancient woodlands, protect woods and trees under threat, and increase tree cover across the UK.

Darren Moorcroft
Woodland Trust chief executive



THE WOODLAND TRUST: WHO WE ARE AND WHAT WE DO

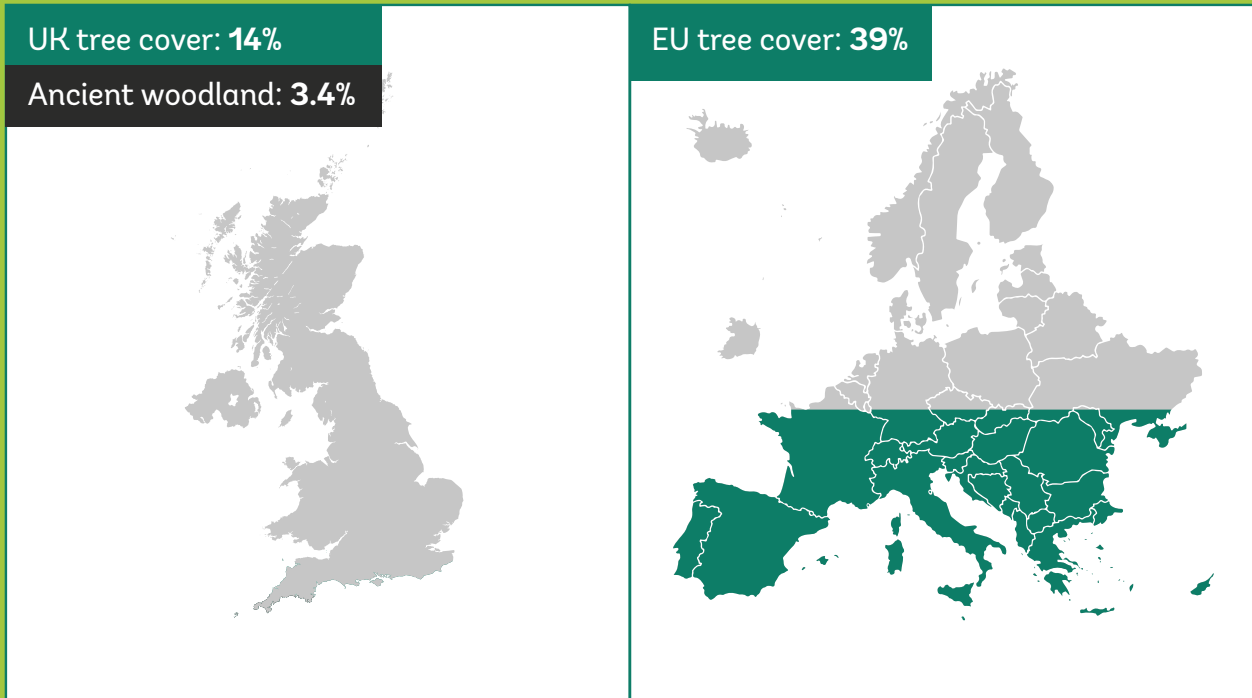
We're the UK's largest woodland conservation charity. We have:

- **more than 500,000 members and supporters**
- **over 500 staff throughout England, Wales, Scotland and Northern Ireland**
- **more than 1,000 free-to-visit woodlands across the UK.**

Since we were established in 1972, we've planted 68.5 million trees and brought 38,000 hectares of ancient woodland back to life. And since 1999, we've saved 1,186 woods – with many more to come.

HERE'S WHY OUR WORK IS SO IMPORTANT.

The UK is one of the least wooded countries in Europe.



What little tree cover we have is under constant threat, not least from habitat loss, climate change, and pests and diseases such as ash dieback, which puts millions of trees at risk, and Dutch elm disease, which has killed tens of millions of trees.

In fact, just 9% of England's native woodlands are currently in good ecological condition. Because of this, many species that rely on woods and trees for food, shelter and survival are facing rapid decline.



Woodland-associated butterflies declined by 47% between 1990 and 2022.



The JNCC woodland bird index was 37% lower in 2022 than in 1970.



53% of woodland-dependent species such as hazel dormice and stag beetles decreased in abundance between 1970 and 2013.

And without the help of our members, supporters and partners, we can't carry out the work we need to do to save woods, trees and the species that rely on them.

“We're really excited and proud to be part of projects supporting nature recovery and the protection of ancient woodland here in the UK. Our partnership benefits our sustainability goals and supports our parent company Kingfisher's commitment to becoming Forest Positive. Screwfix works with the Woodland Trust because we believe they are the most reputable and responsible woodland conservation organisation in the UK. It really resonates with our colleagues and customers.”

Olivia Green,
sustainability
manager, **Screwfix.**

WHY PARTNER WITH US?

Woods, wildlife, people, business – we all benefit when we work together. A partnership with the Woodland Trust is all about delivering nature-based solutions and supporting your climate and environmental, social and governance (ESG) objectives, as well as your strategy around biodiversity and sustainability.

We've held more than 150 (and counting...) successful corporate partnerships over our lifetime, many of which span over 20 years – including with reputable organisations and brands such as Sainsbury's, Lloyds Banking Group, Aviva and OVO. We'll work with your business to help deliver a sustainable future for your organisation, your staff, customers, shareholders and other stakeholders.

But that's not all. It's also about long-term growth: growing your brand, growing your environmental credentials and growing trees (of course!).

WHAT ARE THE BENEFITS?

Whatever your aim, your environmental, social and governance goals form the roots of our partnership, and we'll work with you to not only help you achieve them, but to help you on your path towards a more sustainable future.

By partnering with us, you're not just working towards creating a UK where woods and trees thrive for people and nature, you're:

- sharing your dedication to this vision with your staff, customers and clients
- demonstrating your commitment to engagement, health and wellbeing, nature and biodiversity, and climate
- boosting your brand authority.

Our partnership can also support your business obligations in line with the Taskforce on Nature-related Financial Disclosures (TNFD), a set of recommendations and guidance that enables businesses to assess, report and act on their nature-related dependencies, impacts, risks and opportunities.

To evidence the work we're doing together, we'll provide you with regular updates on the impact of your contributions – stats and stories you can share not just with your staff, but with your stakeholders and the wider public.

A MORE SUSTAINABLE FUTURE

Sustainability-driven brands grow 20% faster than their competitors.

By working together, we'll deliver green investment that drives value for your business and nature, helping you:

- enhance biodiversity and improve ecosystems, directly contributing to your environmental goals
- address your carbon footprint by protecting woodland and planting trees in the UK, locking up residual emissions
- support urban tree initiatives such as our tree equity scheme, which contribute to healthier communities and demonstrate your social responsibility
- engage your employees with initiatives tied to your goals – like tree planting and nature-based workshops.

We have vast reach across the UK and can help your business level up its sustainability efforts across both rural and urban areas up and down the country.

HERE'S HOW YOU CAN HELP US.



PROTECTION

From climate change and pollution to development and disease, our woods are faced with more threats than ever. By joining forces with our partners, we're able to fight to give them the protection they need and deserve.



RESTORATION

Ancient woodland covers just 2% of the UK, with much of it damaged and degraded. By working together with our partners to restore these vital habitats, we're bringing these centuries-old ecosystems back from the brink and ensuring the many species that rely on them still have a home.



CREATION

Whether our trees are planted on our estate, on farmland or in our cities, they're making space for wildlife, reducing flood risk, absorbing harmful emissions, supporting sustainable agriculture and improving human health and wellbeing. By working with us, you can help us achieve our goal of making sure everyone in the UK has easy, nearby access to the benefits of trees.

“Tree planting remains an incredibly popular proposition with our customers. We believe in nature-based solutions. We believe in right tree, right place. We believe in the benefits that tree planting can bring to communities. And all of this fits incredibly well with the Woodland Trust tree pack scheme.”

Alex Doorey, VP marketing, corporate affairs and sustainability, OVO

MAKING AN IMPACT

Work with us to deliver your goals, extend your reach and showcase your support for UK woods and trees. Because our partnership elevates your brand and appeals to an increasingly environmentally aware public – 25% of whom are embracing greener lives and choosing businesses that are sustainable and actively supporting nature. We're here to empower you to meet that demand.

Take a look at how our partnerships have worked for other businesses.

Sainsbury's

Sainsbury's and the Woodland Trust have been growing together for more than 20 years. During that time, Sainsbury's has:

- **sold more than 783 million Woodland-branded products – including more than 8.4 billion Woodland eggs**
- **planted over five million trees**
- **raised over £14.6 million for woods and wildlife.**

Together, we've created green spaces and orchards for communities, worked with Sainsbury's farmers to plant trees on farms and develop agroforestry practices which support farm resilience and nature restoration, and inspired children about the importance of trees with our free tree packs.

And all while helping Sainsbury's customers do their bit for conservation while they shop – with products including Woodland eggs, chicken and turkey that contribute to our cause with every penny. Customers also have the option to collect up to 20,000 Nectar points when they join the Woodland Trust, as well as donate their points to us.

Here's to the next 20 years!



Lloyds Banking Group

Our 10-year partnership began in 2020 and is focused on planting 10 million trees by 2030. An ambitious goal, but we're already well on our way to achieving it. In the last year alone we've:

- **planted more than 107,000 metres of hedgerow – enough to line a road from Birmingham to Manchester**
- **funded more than 100,000 free trees for schools and communities**
- **planted 40,000 trees in Lloyds Banking Group's Woods within Woods, a project where 10 additional woods are planted within existing Woodland Trust sites such as Queen Elizabeth Diamond Jubilee Wood.**

But that's not all. We're also working with Lloyds Banking Group colleagues – who've undertaken more than 37,000 hours of volunteering so far – planting trees across their sites and contributing to our Ancient Tree Inventory.

We've also worked with Access, Lloyds Banking Group's disability network, on highlighting the importance of accessibility in woods – which is helping us improve entry to our woods so everyone can benefit from being outside.

We can't wait to see what the next few years of our partnership hold.



Bettys & Taylors Group

Our five-year partnership has one major goal – to restore and create a variety of habitats at Snaizholme, a 1,400-acre flagship woodland creation and habitat restoration site in the Yorkshire Dales.

Working together, we'll turn this wind-blown, rain-soaked corner of the English uplands into a thriving mosaic of habitats, boosting biodiversity, increasing ecological connectivity, improving water quality, and mitigating flood risk both within the immediate area and further downstream in towns and cities like York.

We've been busy since the start of our partnership. Since April 2023, we've:

- **planted 223 hectares with a mixture of trees**
- **worked towards restoring 280 acres of upland peat bog and 180 acres of limestone pavement**
- **created more than 200 acres of riverside meadows following Snaizholme Beck.**

And all with the aim of providing a range of habitats for species such as lapwings, curlews, brown trout and red squirrels, as well as creating the perfect conditions for plants such as bilberry, heather, wood sorrel and water avens.



Snaizholme Beck 2024

People's Postcode Lottery

We've come a long way since our partnership began in 2010, and so far, players of People's Postcode Lottery have raised more than £28 million in unrestricted income, with funds awarded by Postcode Green Trust.

What does that mean? Ultimately, unrestricted income gives us the freedom to use the money raised by players of People's Postcode Lottery when and where we need to – whether that's planting more trees or funding projects such as:

- **our famous osprey cam**
- **the restoration of precious habitats, from temperate rainforests to ancient woodlands**
- **ensuring our woods are welcoming and, importantly, remain free to visit**
- **Nature's Calendar, our citizen science programme that helps track the impacts of climate change.**

Unrestricted income also funds the sensitive restoration work carried out at Loch Arkaig Pine Forest. Targan the logging horse helped us extract non-native trees from the site, especially in areas where the ground was particularly steep or where there were fragile natural features.

With no road access to the restoration area, the timber was then removed from the lochside by an innovative barging technique across the loch to the nearest road for onward haulage.

This work has been so successful that People's Postcode Lottery gained national media coverage for their support, boosting their brand and helping raise more awareness of the important work we do together.



“Players of People's Postcode Lottery have raised more than £28 million to support the Woodland Trust's vital conservation work across Britain. From 'always on' campaigns such as Nature's Calendar, to innovative projects like the restoration works at Loch Arkaig Pine Forest, the Woodland Trust regularly puts our players at the heart of stories which gain national media attention. It's an important and long-standing relationship and it's always great to see how the funds raised by Postcode Lottery players are delivering positive change for people and nature.”

David Miller, director of communications, People's Postcode Lottery

MAKING IT COUNT

The work we do is vital to helping us increase woodland cover in the UK while caring for and protecting its existing woods and trees.

From fighting development to restoring ancient woodland and planting new woods to mitigate flooding and improve the UK's tree cover, our work spans lots of different projects all over the country.

Here's a snapshot of some of our current projects, all of which are made possible with the support of our partners.

UK RAINFORESTS

The UK's temperate rainforests are some of the rarest and most special habitats in the country. Stretching from Cornwall to Scotland and along the west coast of Wales and parts of Northern Ireland, they're thought to be more threatened than tropical rainforests.

This unique habitat thrives along the Atlantic coast thanks to the high rainfall and relatively stable temperatures afforded by its proximity to this coastline. This makes it one of the most biodiverse habitats in the UK, perfect for scarce plants, lichens and fungi as well as insects, birds and mammals.



YOUNG PEOPLE

Conservation transcends generations, with young people heavily invested in nature-based solutions. We're delighted to host projects for young people and work with enthusiastic, driven individuals who are committed to environmental causes.

Here are just a few of the projects we're working on.

Igniting Innovation

This exciting nature challenge invites passionate young people aged between 16 and 25 to share their brightest ideas for a healthier planet, all while bringing their project to life with funding and expert support.

It's all about empowering young people to fight climate change, boost biodiversity and support woods and wildlife.



Igniting Innovation 2024 Finalists

Youth council

Our youth council is made up of a dedicated team of volunteers aged 16–25 who are helping shape the future of woods and trees. Hailing from every corner of the UK, each member brings their determination, unique skills and expertise to the Trust. And they've already made a huge impact since the council started in 2023, inputting into policies, attending important events and influencing campaigns.



Young content creators

Launched in April 2024, this project is driven by individuals aged 16–25 creating content and using their authentic voices to bring the work of the Woodland Trust to life. Not only does this help raise brand awareness for the Trust among young people, it also helps them gain experience, skills and confidence while encouraging their peers to discover, enjoy and help protect woods and trees.



TREE EQUITY

Tree equity is all about fairer distribution of the benefits of trees. No matter where you live, every community across the UK deserves equitable access to trees – not least for their benefits to health and wellbeing. But urban trees and woods aren’t distributed equally, and while some towns and cities are lush and green with abundant tree cover, others lack these essential natural assets.

We believe tree equity must be part of urban forest planning – in terms of planting, caring for and protecting existing and newly planted trees – to ensure they continue to thrive and improve the quality of life for residents for years to come.

Using data generated by our Tree Equity Score UK tool to inform our strategy, we’ll be able to get trees in the ground where they’re needed most, so no one is more than 500 metres from an accessible green space.



TREESCAPES

Landscape-scale conservation involves working closely with farmers, landowners and communities to protect, restore, create and expand woodland habitat, helping us navigate the threats we face from climate change and biodiversity loss. This is all about planting the right tree in the right place, making landscape-scale changes that will create a resilient environment for years to come.

These projects include reconnecting pockets of ancient woodland in Northern Ireland’s Faughan Valley and working with our partners to plant 50 million trees in the north of England, transforming the least wooded part of the country.

And all this – from our youth projects to protecting the UK’s rainforests and restoring the treescape of the north of England – is only possible with support from partners like you.

“We’re interested in capturing carbon from the woodland, as well as all these wider benefits. How we can maximise improving biodiversity, improving water quality, reducing flood risk, and how we can help reconnect local communities to their environment and deliver those social and health benefits that woodland can offer. That’s why we’re really excited to be working with the Woodland Trust on this project.”
Matthew Lawrence, Environment Agency

TACKLE CARBON EMISSIONS

Woods and trees provide some of the best ways to mitigate emissions and capture carbon, with around one billion tonnes of carbon held in the trees and soil of UK forests and woodland.

Planting trees in the UK can help lock up further emissions, as trees absorb and store carbon dioxide and help to cleanse and purify the air. With just 14% tree cover, the UK is one of the least wooded countries in Europe, so we desperately need more trees to help us combat the average 384 million tonnes of territorial carbon emissions made by the UK each year.

But trees aren't just carbon stores. They also have a wide range of environmental, social and economic benefits, including:

- **making space for wildlife**
- **improving air quality**
- **preventing soil erosion**
- **improving water quality**
- **mitigating flooding**
- **boosting health and wellbeing.**

Our Woodland Carbon scheme is an ideal way to not only show your commitment to the environment, but to give your staff the opportunity to get involved in your sustainability programmes.

“This partnership is all about adding to the UK’s carbon sink. It’s about forming and deepening relationships with our clients and with communities, and it’s about engaging our 65,000 colleagues. The Woodland Trust is a tremendous partner to work with - dedicated, credible and creative.”

Karen Tighe, head of community engagement, group corporate affairs, Lloyds Banking Group

SPREAD YOUR BRANCHES

A partnership with the Woodland Trust offers huge potential to improve your business's sustainability, reassure suppliers, customers and stakeholders of your environmental, social and governance credentials, and drive business growth.

As the UK's largest woodland conservation charity, we have 500,000 members and supporters and regularly feature in the national press, meaning we're in an excellent position to help you extend your reach and connect with an increasingly environmentally aware public.

From combatting climate change to boosting biodiversity, partner with us and we'll grow together to create a world where woods and trees thrive for people and nature.

Plus, you'll be in good company. We already work with companies including Sainsbury's, People's Postcode Lottery, OVO and Lloyds Banking Group. Why not add your name to this growing list?

woodlandtrust.org.uk/partnerships



WOODLAND
TRUST

woodlandtrust.org.uk

The Woodland Trust, Kempton Way, Grantham, Lincolnshire NG31 6LL.

The Woodland Trust is a charity registered in England and Wales no. 294344 and in Scotland no. SC038885. A non-profit making company limited by guarantee. Registered in England no. 1982873. The Woodland Trust logo is a registered trademark.

Cover image: Michael Hefferman/WTML CPO2079 03/25