

Opportunities for Woodland Creation in the Central Scotland Green Network Area

Workshop Findings and Engagement Action Plan



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Introduction

This report summarises the findings and recommendations from a workshop, organised by Scottish Forestry (SF) with Forest Research (FR), held on 26th June 2019 at the Engine Shed, Stirling. The aim was to generate feedback, insights and recommendations to improve the targeting, strategies and messages currently used to engage landowners and managers in woodland creation in the Central Scotland Green Network (CSGN) area.

The findings were then analysed by FR and SF, alongside SF's existing CSGN Woodland Creation Expansion Programme aimed at developing a regional CSGN Engagement Action Plan (Appendix 1). The plan is structured around ten areas for action.

In addition to regional actions this report also captures recommendations suggested by workshop attendees which could be considered for action at the national level.

Sixteen people participated in the workshop, representing 13 organisations from across the public, private and third sectors. (See Appendix 2 for the workshop agenda, and Appendix 3 for a list of participants.)

It should be emphasised, at the outset, that this report (and resultant Engagement Action Plan) is based solely upon feedback received during the workshop; it does not constitute a new piece of research work over and above the workshop, nor a new official strategy for the engagement of Landowners/Land Managers in Woodland Creation.

Background

In 2019, the national target for woodland creation was 10,000 ha per year. In 2018, 11,200 ha was planted in Scotland, exceeding the annual target for the first time in many years. As part of the new Scotland Forestry Strategy, there are plans to maintain and build on these successes with a new aspiration to create 15,000 ha per year by 2025.

More recently, the Scottish Governments Programme for Government 2020/21 included an investment announcement of an additional £100 million allocated to Scottish Forestry to increase new planting alongside £30 million to Forestry and Land Scotland to expand Scotland's national forests and land. This new investment also brings with it a new planting target, to increase tree planting and woodland creation from the current level of 12,000 hectares in 2020/21 up to 18,000 hectares in 2024/25. This represents a further increase of 20% on the original planting target of 15,000 ha pa by 2025.

Following publication of the Woodland Expansion Advisory Group report in 2012, a Steering Group was formed specifically to coordinate actions in the CSGN area to support woodland creation and contribute to national policy goals, with a key implementation role played by Central Scotland Conservancy. The Steering Group recognises that a major challenge to realising these targets lies in developing processes that engage with landowners and managers able to create new woodland.

Meanwhile, in 2015, Defra published a report on a segmentation study exploring attitudes towards woodland creation, and management of existing woodland, among landowners in England (Eves et al. 2015). In mid-2018, the Steering Group approached the Social and Economic Research Group at Forest Research to learn more about the findings from this, and similar studies, including some conducted by FR, and how these

might inform woodland creation in CSGN and Scotland more generally. A presentation was given, and later a briefing paper was prepared (Ambrose-Oji 2019), that sought to deliver this information.

Rather than commissioning a bespoke study for the CSGN area similar to the Defra funded work (which would run the risk of being detached from the practical needs of the Steering Group), members of FR and the Steering Group concluded that a more action-oriented approach would be appropriate, whereby stakeholders already involved in woodland creation in the CSGN area would be invited to a workshop to help identify target landowners and managers, and if possible where they are located, and the best mechanisms and messages to reach them and influence their attitudes and behaviours towards woodland creation.

Objectives

The workshop focused on three questions that represent logical steps towards informing and improving the existing action plan for woodland creation in the CSGN area:

1. Who are the landowners/managers most likely to plant trees and with whom do we therefore wish to engage: a) that we know already, and b) that we are not already engaged with?
2. Do we know where these landowners/managers are located, and where they have the available land to plant trees?
3. How can we engage and communicate with them to encourage them to plant trees?

Workshop and report structure

The workshop was structured around three sessions that addressed these questions in turn:

1. Characterising landowners and managers,
2. Identifying locations of 'best bet' landowners and managers, and
3. Communication and engagement strategies.

In each case participants were introduced to the topic with a brief presentation before discussing it at length in breakout groups. At the end of each session, participants fed back their thoughts to the other groups. Facilitation and recording of the discussions were carried out by social researchers from Forest Research.

In the next three sections we summarise the findings from each session. Key recommendations, drawn from discussions throughout the day, are provided at the end of the report. These were subsequently analysed, item by item, against each action listed in the current CSGN woodland creation work programme, to generate the Engagement Action Plan given in Appendix 1.

Session 1: Characterising landowners and managers

Introduction

This session began with a review of several landowner/manager typologies and segmentations proposed through research studies and publications. This included work based on large scale surveys, workshops and interviews, and covered typologies formulated on the basis of motivations/values, management objectives, and networks (e.g. influencers).

The introductory presentation focused on two contrasting approaches. Firstly, studies that analyse results from questionnaires completed by landowners/managers using statistical techniques to create clusters, whose members gave similar answers to certain questions, and then giving each cluster a name that captures its key features. The Defra-funded study (Eves et al. 2015) is a good example, which identified five types of landowner/manager in relation to woodland creation based on results from around 1000 survey participants in England: Pragmatic planters; Willing woodland owners; Casual farmers; Business oriented farmers; and Farmers first. Such an approach provides robust data to identify the attributes of landowners and managers who are willing to plant trees. However, it is very difficult to identify the different types of landowners/managers in practice 'on the ground', without asking them to answer a series of key questions extracted from the questionnaire, which limits its utility as a tool to inform engagement.

An alternative approach is to use types of land managers/owners defined by 'everyday' characteristics that allow us to identify and contact them, such as membership of particular organisations, owners/managers of particular types of land or land in particular locations, previous recipients of woodland creation grants, or according to farm size or land type. Work carried out by Forest Research for the Land Managers Networks Project (Dandy et al. 2013), commissioned by Forestry Commission England, sought to create such a typology along with methods to engage with the identified groups. We suggested to participants that the latter approach might be more useful to meet our objectives in the CSGN area.

Hence, participants were invited to develop their own typologies of landowners and managers within the CSGN area, thinking specifically about the characteristics that determine who is most or least likely to consider woodland creation, the so-called 'best bets' and 'worst bets', according to their own local experiences.

Typologies of landowners and managers

One rudimentary means of exploring opportunities for woodland creation in a given area, identified by workshop participants, would be to establish the total number of different types of landowners and managers (based on land use and management objectives), the total number of actors present from each type, and the respective size of lands owned or managed by type. This approach offers an opportunity to assess the potential number of new actors who may consider woodland creation as well as the potential area over which planting could occur. The information would indicate which types of landowners and managers offer the greatest contribution to woodland creation, assuming they could be encouraged to do so. Examples of landowners and managers identified within the CSGN area included: farmers (hill farmers, arable farmers, livestock farmers), Forestry and

Land Scotland, investors including absentee landowners, Local Authorities, communities, non-farming landowners termed 'hobby owners', third-sector organisations (Woodland Trust, Scottish Wildlife Trust, Royal Society for Protection of Birds etc), and opencast/quarry owners.

In terms of the attributes of individual landowners and managers that identified them as 'best bets', participants highlighted two factors as being particularly important: firstly, **the ownership or management of land deemed suitable for tree planting and establishment**, and secondly, the **availability of funding/premiums for woodland creation based on location**. Further discussion on these factors is detailed in the following section (Session 2).

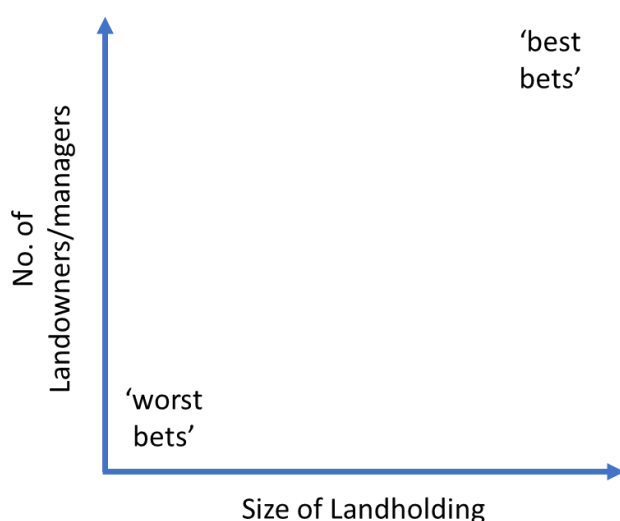


Figure 1: Potential targets offering the greatest return on investment

Overall, workshop participants found it difficult to produce a full typology of landowner and manager types, comparable to those outlined in the introductory presentation, which would form the basis for planning engagement activities. This is understandable given the time available, the diverse ways in which such a typology could be constructed, and our aspiration to use pragmatic categories of owner/manager for which data is available for them to be identified easily 'on the ground'. Nevertheless, the session identified several attributes of landowners and managers that are more likely to consider woodland creation. Their observations complement those identified in the existing literature, e.g. in the briefing report prepared by Forest Research (Ambrose-Oji 2019).

Characteristics of landowners and managers deemed most likely to consider woodland creation

Some landowners and managers may be reluctant to change their existing land use and management. This resistance to change (or cultural inertia) can preclude woodland creation regardless of the incentives offered or benefits expected. In contrast, those landowners and managers who are most **innovative and opportunistic in their mindset** are more likely to consider divergence from personal and cultural norms. Some participants perceived that, in the farming community, younger generations are more receptive to divergence from traditional farm management, perhaps because their behaviours are less entrenched. However, any individual or organisation exhibiting an

innovative and opportunistic trait is more likely to consider alternatives, including woodland creation.

Landowners who had **already experienced and benefitted from woodland creation** on their land were regarded as among the most likely to consider further woodland creation. In some cases, the contact details of such landowners and managers may be on record, for example, if they created woodland as a result of a previous woodland creation grant scheme.

Openness to woodland creation was also thought to be heightened among landowners and managers who **engage with those who have already benefitted from woodland creation**. This may be particularly true if there is some commonality in aspirations, values, business models etc., which allows the two parties to relate to one another. This suggestion is based on the premise that decisions to change behaviour are influenced by one's networks as reasoned, for example, in the theory of Diffusion of Innovations, i.e. those engaged with the aforementioned innovators may be more likely to consider adopting new approaches such as woodland creation (see figure below).

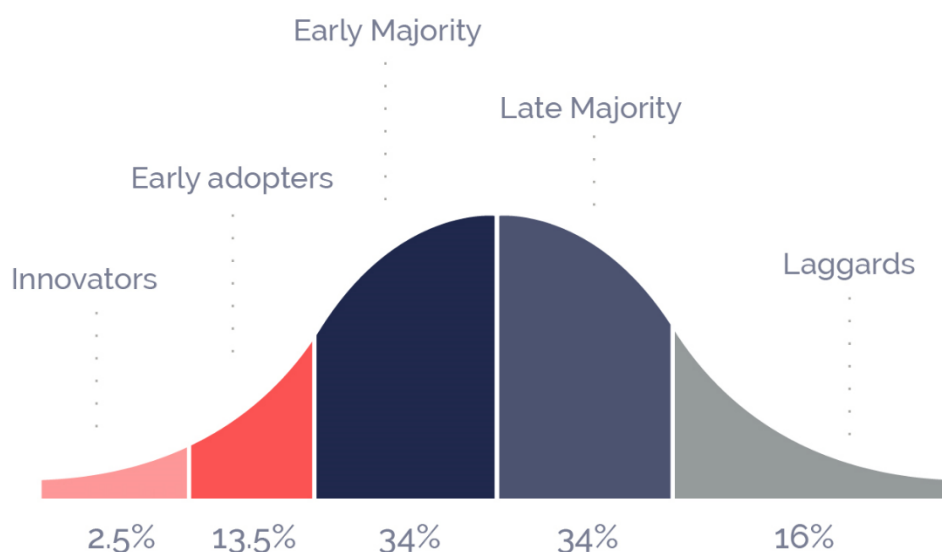


Figure 2: Typology of adopters, from *Diffusion of Innovations* (Rogers 1962)

Landowners and managers whose **management goals can be achieved or exceeded through woodland creation** were identified as more likely to consider the option. Depending on circumstance, woodland creation can assist in achieving a range of goals including increased profitability, provision of habitat, creation of opportunities for personal or public recreation, carbon sequestration, and flood mitigation. Of those landowners and managers whose goals align with woodland creation, it is those who are **aware of the range of benefits trees and woodlands offer** that were thought most likely to consider planting.

Similarly, landowners and managers were thought to be more likely to consider woodland creation if there is **a lack of alternatives to achieve their management goals**. For example, landowners in suburban areas may have (or be waiting for) an offer to sell land for housing developments. For those landowners motivated by short-term income, this opportunity would reduce their likelihood of considering woodland creation. In contrast, a landowner situated in an area with **little development potential** – or

with **large areas of marginal land** unsuitable for crops/development – were thought to be more likely to consider woodland development.

It was felt that, in some cases, landowners and managers are restricted in their ability to create woodland, for example where there are utilities (powerlines, pipeline and turbines) on or adjacent to the respective land parcel. Woodland creation may also be at odds with existing agricultural practices and subsidies, including the Basic Payment Scheme. Thus, those landowners and managers who **have few restrictions relating to their ability to create woodland** on their land are more likely to consider the option.

Session 2: Identifying locations of 'best bet' landowners and managers

Introduction

In this session, participants were introduced to maps designed to assist with exploring opportunities for woodland creation. The maps were produced using data from the Scottish Forestry Map Viewer and the Rural Payments and Inspections Division's (RPID) Land Parcel Identification System (LPIS). Features incorporated into the maps included:

- Preferred and potential areas for woodland creation (as detailed in the 5 Local Forest and Woodland Strategies across the CSGN area);
- Areas of grant eligibility – in this case the CSGN core, outer core and fringe areas which reflect different levels of funding for woodland creation;
- Farm size
- Location of Farm Woodland Assessments, carried out on farms and estates to identify opportunities for new and existing woodland, and
- woodland previously created as a result of grant funding.

Lists of other potential data layers were also provided.

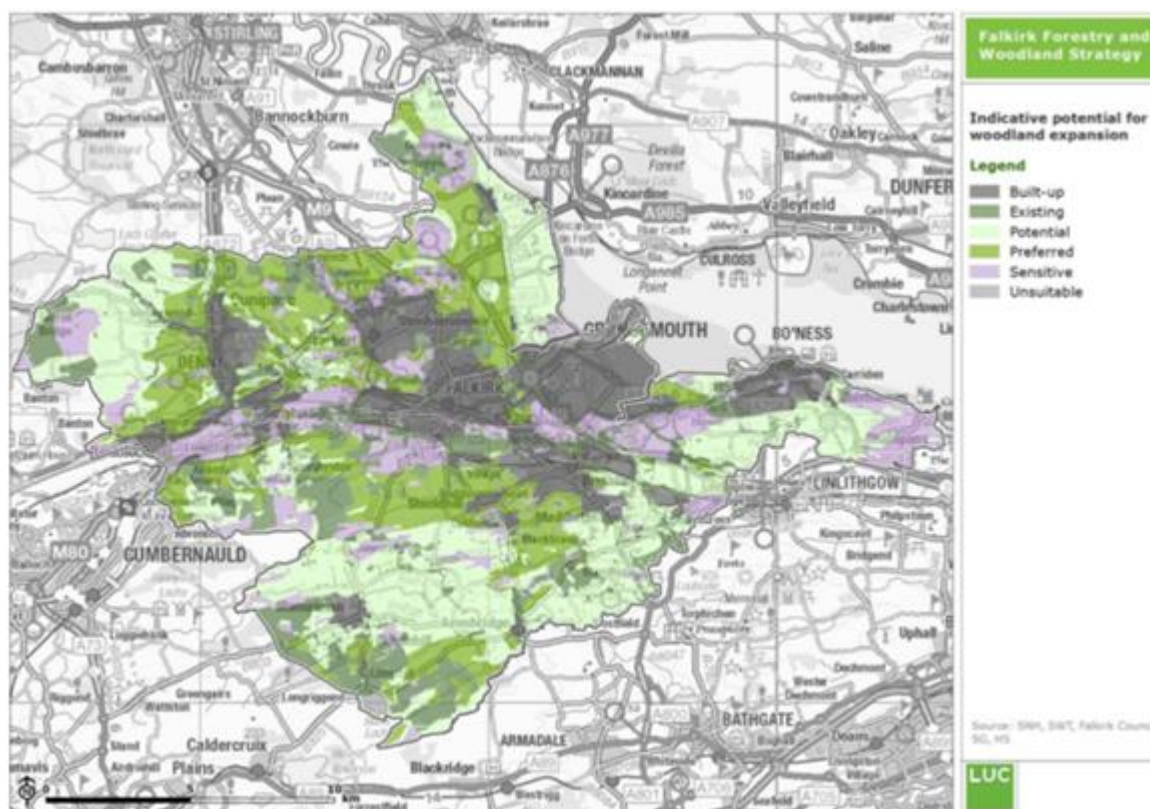


Figure 3: Sample of map showing indicative potential for woodland expansion in one of the Local Forest and Woodland Strategies within the CSGN area

Participants critiqued the maps by discussing which features were useful, redundant, and desirable but absent (in the context of identifying opportunities for woodland creation).

Useful features

Participants noted that the two most important mappable features in determining the best opportunities for woodland creation are **suitability for planting** and **eligibility for funding**.

In terms of site suitability for planting, some participants considered the inclusion of **preferred and potential zoning** to be useful in understanding where woodland could be successfully established (from a biophysical perspective). However, others felt that these zones were presented at too coarse a scale (too broad brush or generic) which risked writing off suitable areas elsewhere i.e. outside of the preferred and potential zones.

The inclusion of the **CSGN's core, outer core and fringe areas** were considered extremely useful since these boundaries indicate where woodland creation is likely to be most viable from an economic perspective.

Given that the core areas are largely urbanised environments with relatively little land for new woodland creation, participants deemed the outer core area as offering greater potential than the higher funded core area. In light of this scenario, participants **recommended that the core and outer core areas be combined** so that the premium offered for woodland creation in the core area is consistent across both areas.

In addition to CSGN areas, some participants also felt that **Basic Payment Scheme regions** could prove useful, since these reflect different levels of payment available on farmland, and give some indication of the land's value or profitability – a factor which is thought to be related to willingness to consider woodland creation.

Redundant features

While it was noted that the **presence of woodland created through recent grant schemes** could also be used to some extent to identify suitable sites for future woodland creation, it was deemed more important to establish whether the recipient of the grant perceived the woodland created to have been a success (in relation to their expectations and management objectives), and thus would be likely to consider additional planting. Although the depiction of grant funded woodlands could be used to understand where and when landowners have been receptive to woodland creation, it was felt that this would be redundant were it possible to access records of those individuals and their grant applications. If this were to be the case participants reasoned that there should be no need to use maps in order for these individuals to be (re)engaged.

Data pertaining to **farm size** was not considered especially useful. This judgement was validated by recounting experiences of both small and large farms alike having hosted woodland creation in the recent past. Having said that, successful engagement with owners or managers of large landholdings would of course be more cost-effective.

Features illustrative of timber markets such as sawmills and biomass plants were not considered necessary, reflecting a perception that the local presence of this infrastructure is not a key driver in a landowners/manager's decision to create woodland.

Desirable but absent features

Many participants felt that the inclusion of **sensitive areas** (designated on the basis of characteristics such as priority species and habitats, landscape, the cultural and historical environment, and interactions with the water environment and soils) would be useful in identifying areas unsuitable for woodland creation (although these can be inferred to some degree from the preferred and potential zones). Similarly, the presence of **utility infrastructure** such as powerlines was also considered useful in ruling out particular areas.

Despite the existence of preferred and potential zones, some participants stated a preference for reliance on **other data/tools to determine biophysical potential for woodland creation**, such as the soil maps held by the James Hutton Institute, aerial photography and on-site assessment of soils using a probe or even a shovel. In part this preference was due to familiarity with these datasets and techniques, but it also reflected a desire for ground truthing at very specific locations – something the maps could not provide.

Details of **land parcel ownership** were considered desirable particularly if it were possible to combine this information with data pertaining to opportunities and restrictions (e.g. funding eligibility areas, extent of **marginal land** holding, presence of sensitivities) to determine opportunities for woodland creation. However, it was thought unlikely that ownership details will be made available due to privacy issues.

Despite being considered of potential value, it was acknowledged that other **landowner typologies formulated in relation to management objectives and openness to opportunism** do not exist as data layers and thus cannot be incorporated into maps.

Session 3: Communication and engagement strategies

Introduction

In this session, participants were reminded of communication and engagement strategies already being employed with landowners and managers across the CSGN area for the purpose of promoting opportunities for woodland creation. These included: offering Farm Woodland Assessments, woodland creation events, agricultural show stands, publication of woodland creation case studies, promotional articles, videos, and non-specific targeting towards the farming and estate sectors.

The notion of a spectrum of interventions was introduced, ranging from regulatory and legislative measures which eliminate choice through to nudges (such as the use of social norms). Additionally, the issue of how best to frame and communicate messages to reach different landowner types was raised for participants to consider, emphasising that framing could be used to appeal to particular landowners and managers depending on their individual values and management objectives.

An open discussion then allowed participants to highlight examples of communication and engagement strategies which had proved particularly successful, and also to consider how such approaches may be further improved or supplemented with other approaches.

Effective communication and engagement strategies

Strong consensus emerged about the importance of **involving trusted sources** in communication and engagement activities. These groups or individuals add credibility to any message through the use of shared terminology and are generally perceived as being relatable as opposed to external entities pushing an agenda. Depending on the intended target, trusted sources suggested included: **the National Farmers Union, Scotland, the Scottish Tenant Farmers Association, the Scottish Association of Young Farmers Clubs, the Soil Association, the Royal Institution of Chartered Surveyors, and personal advisors such as rural accountants and land agents.** The marketing teams of organisations such as the **Woodland Trust and Confor** were also suggested as useful allies owing to their vast experience in communicating and engaging in relation to woodland creation.

Participants reiterated that, of those within the agricultural sector, it would be most fruitful to **engage land managers and owners with marginal land** (via their trusted sources). Other important landowners to engage included **local authorities** and **Scottish Water**, both of whom were purported to own or manage substantial areas of land which may be considered for the creation of multipurpose woodland. Further collaboration with **RPID** to create maps detailing features such as marginal land and ownership was suggested as a means of identifying organisations and individuals worthy of engagement, while also highlighting **absentee landowners** who may have escaped past engagement efforts.

Demonstration days encompassing activities such as farm walks were highlighted as being a particularly effective mechanism for engaging with farmers on the issue of woodland creation. Such events not only allow for informal discussions – which emerged as an important means of knowledge exchange – but also an opportunity to see and hear first-hand about the potential benefits and challenges associated with woodland creation. These events have been led by groups such as Scottish Forestry, forestry consultants and Scottish Land and Estates, and are said to be well attended.

Demonstration events could be improved by allowing attendees to witness **a variety of scenarios**, for example, by showcasing different species, purposes and stages of establishment. This would help give a greater appreciation of what is possible, and perhaps dispel pre-existing misconceptions.

In addition to demonstration days, on-site engagement via the CSGN based **Farm Woodland Assessments**, were also considered a useful engagement mechanism. This opportunity for specific information and advice from a Scottish Forestry agent recently led to 5 of 12 recipients within the CSGN area deciding to plant woodland. Related to this, participants reiterated that landowners who have already created woodland with the aid of grant support are among those who should be targeted for (re)engagement, since they have already demonstrated an openness to the idea. It was thought that this could easily be achieved through a **targeted mailshot (or call)** facilitated through the contact details on their past grant applications, prompting participants to recommend to the Steering Group that they determine whether the contact details for the recipients of previous grants can be made available for this purpose.

Examples of mechanisms perceived to be underused for engagement included **podcasts, social media, open forums and public spaces** such as shopping centres, supermarkets and auction marts. In addition, it was thought that **articles and**

information sheets could be more widely disseminated by **piggybacking on established and reputable communication channels**. Savills 'Spotlight on Forestry' events, podcasts and articles, and publications by Scottish Farmer were flagged as two such channels offering substantial potential to raise awareness about the opportunities and benefits associated with woodland creation. It was also noted that if information sheets produced by Scottish Forestry could be tailored with the logos of individual land agents, these agents would be more likely to assist in disseminating the information. Moreover, this move would allow a consistent message to be communicated on multiple fronts.



Figure 4: Targeting farmers through trusted sources

In terms of timing, there was some feeling that **autumn and winter** represented the best periods for communication and engagement, since this is when most landowners (particularly from the agricultural sector) would be most often available and receptive.

Ineffective communication and engagement strategies

Email and e-newsletters were thought to be ineffective communication and engagement tools, which although easily distributed were perceived to be largely ignored.

Participants warned about the **danger of 'ultra-targeting'** which could cause fear and animosity about the forestry sector pressuring and predating landowners and managers. Ultimately this may prove counterproductive as individuals could become increasingly resentful of engagement attempts.

Message framing

Participants agreed that the message of woodland creation should be framed in such a way that it represents an element of **integrated land management**. In doing so, it is hoped that fears around pressuring landowners into abandoning their current land use could be avoided. In parallel, it was felt that the option to create woodland should be **presented as an opportunity to assist landowners and managers in meeting their management objectives**.

Examples of the perceived benefits arising from woodland creation included improved carbon sequestration, livestock productivity, biodiversity, rewilding objectives, and in establishing a legacy. The accounts given by participants suggested that communication and engagement activities should involve **highlighting the full spectrum of benefits woodlands can offer** so as to appeal to as wide a range of landowners and managers

as possible. However, participants noted that for this appeal to be acted upon, many landowners and managers would require a commitment that the relevant grant schemes and markets for timber products would persist long into the future.

The discussion also led to a suggestion that the term 'Central Scotland Green Network' is too generic and encompassing to afford the area's woodland creation ambitions appropriate recognition. Instead, it was felt that a **media campaign** referencing a **distinctively named local woodland creation initiative** (as has occurred with the Northern Forest) would help to **raise awareness** of the opportunities and **instil a sense of local inclusion and ownership**.

Recommendations arising from the workshop

The recommendations, listed below, arose from discussions during the workshop. These were later analysed alongside the existing CSGN Woodland Creation Expansion work programme to produce the Engagement Action Plan in Appendix 1. It should be noted that the list is separated into 3 distinct categories.

The first category comprises new recommendations, which were not included in the CSGN Woodland Creation Expansion delivery programme but have now been included in the Engagement Action Plan. The second category are items already covered in the existing delivery programme (validating the works being carried out by the Woodland Creation Officer covering the CSGN area) but which will continue to inform future work, and hence have also been included in the Engagement Action Plan.

The CSGN Woodland Creation Expansion Engagement Action Plan highlights actions related to the recommendations that are able to be delivered or influenced at a regional Level (Category A and B below). The final recommendation category included below, however, captures suggestions raised by workshop attendees, which could help inform more national level discussions and which go beyond that which is deliverable at the regional (CSGN) level.

A) New recommendations to inform the Engagement Action Plan:

1. Target landowners with marginal land and few development opportunities, those who have previously created woodland with the aid of grant support, and previously untapped landowners with substantial landholdings, such as Local Authorities, Scottish Water, quarry owners and third-sector organisations.
2. Explore the possibility of improving maps designed to identify woodland creation opportunities by incorporating additional influencing features, such as marginal land, utility pathways, fine scale soil characteristics, aerial photography, land ownership boundaries, and Basic Payment Scheme regions.
3. Consider developing a regionally distinct woodland creation initiative, with a distinctive name and identity.

4. Determine whether the contact details for previous woodland creation grant holders can be accessed and used to (re)engage with landowners and managers, given their established interest in woodland creation.
5. Explore currently underused means of communication and engagement such as social media, open forums and use of public spaces (e.g. auction marts).

B) Recommendations already reflected within the existing CSGN Woodland Creation work programme, which will continue to inform future work:

1. Target landowners and managers within areas where woodland creation is most viable from a biophysical and economic perspective, i.e. areas designated as 'preferred' or 'potential' and areas within the Central Scotland Green Network (CSGN) core and outer core areas.
2. Refine proven mechanisms of engagement including Farm Woodland Assessments and demonstration days, for example by demonstrating a variety of scenarios.
3. Communicate the diverse spectrum of benefits woodlands can create so as to appeal to a variety of landowners and managers whose objectives can differ substantially.
4. Deliver events and create content for publications organised by landowners' and managers' trusted sources to increase awareness among their established and attentive audiences. Possible expansion to include distribution of SF materials to provide confidence in timber markets.
5. Increase communication and engagement activities with landowners and managers outside of peak times e.g. during autumn and winter for farmers.
6. Portray woodland creation as a move towards integrated land management, making clear that there is no expectation for existing land uses to be wholly abandoned.
7. Ensure information on relevant grants is clear and easy to access.

C) Recommendations with a national context:

1. Examine opportunities for promoting Woodland Creation to fragmented peri-urban landowners (e.g. construction/livery/golf courses) via special interest national distribution magazines/newsletters/websites/events etc.
2. Refine the Central Scotland Contribution to reflect actual opportunities on ground. Make use of any new positive messages to disseminate e.g. certainty over grant payments.
3. Broaden the range of collaborations, and strengthen existing ones, to increase the number and range of events to promote woodland creation at a regional and national level.

4. Establish who is doing what alongside looking for new influential knowledge brokers who can act as champions to promote Woodland Creation within the Forestry, Land Management, Banking and Agricultural Sectors.
5. Increase and improve the use of new and existing media, to communicate knowledge and promote woodland creation. Ensure messages and advice is clear, targeted and effective, not just for farmers but also other landowners/managers.
6. Improve wider knowledge among farmers, other landowners, and land agents about timber prices, grants, market opportunities/timber demand etc.
7. Improve understanding of woodland creation among future landowners/managers, nationally (and in the CSGN area), through the higher education sector.

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Appendix 1. CSGN Engagement Action Plan

Aim	Action	Resource
1. Maps and data		
Make best use of existing maps and data to help identify individual landowners/ managers, and localities/ communities, for engagement to promote woodland creation.	Explore existing maps (adding any additional relevant data) to identify localities or 'sub-regions' that appear to have a particularly high potential for Woodland Creation, which could be the target of a local campaign or initiative. Delivery through trusted intermediaries in local communities via mailshots, local advertising, events, etc.	Scottish Forestry (SF), Central Scotland Conservancy, SF National Office GIS team & The Green Action Trust (formerly CSGNT)
2. Large landowners and easy hits		
Use existing maps, data and knowledge to identify and communicate with large landowners to promote/support woodland creation in the CSGN area.	Approach individual Local Authorities in CSGN area considered to have highest potential and explore opportunities for increasing the hectares of Woodland Creation.	Central Scotland Conservancy, Local Authorities
Use existing maps, data and knowledge to identify and communicate with large landowners to promote/support woodland creation in the CSGN area.	Approach Scottish Land Commission (SLC) to investigate potential opportunities for Woodland Creation on Vacant and Derelict Land as part of their new project. Consider whether the Vacant and Derelict Land Task Force can help identify and engage with individual sites.	Forestry and Land Scotland (FLS), Green Action Trust, SLC
3. Events, visits and demonstrations		
Increase the number and range of events to promote woodland creation, seeking additional funds from existing and new partners.	Run additional demonstration events for new target audiences (see action for Developers above) beyond the farming community e.g. for Local Authorities, estates, Scottish Water, peri-urban owners. Demonstrate scenarios of relevance to non-farmers. Note: Commence this work at CSGN level as a pilot then examine opportunities for National role.	Central Scotland Conservancy, working with appropriate event partners

Increase the number and range of events to promote woodland creation, seeking additional funds from existing and new partners.	Consider adapting and running Farm Woodland Assessments for 'non-farmer' beneficiaries with insufficient income, e.g. third sector groups and peri-urban owners.	Central Scotland Conservancy
Increase the number and range of events to promote woodland creation, seeking additional funds from existing and new partners.	Identify new formats for events that reach out to new audiences, or existing audiences in new times/places, e.g. 'pie and pint evenings' or talks in community halls, or meetings of peri-urban owners' interest groups.	Central Scotland Conservancy
4. Partnerships, collaborations and dialogue		
Broaden the range of collaborations, and strengthen existing ones, to promote woodland creation in CSGN area.	Investigate greater potential for joint events to educate Land Agents and Agricultural Agents on opportunities afforded by Woodland Creation.	Central Scotland Conservancy, Land Agent organisations, FAS
Broaden the range of collaborations, and strengthen existing ones, to promote woodland creation in CSGN area.	Increase dialogue and collaboration with the Young Farmers Association to explore how best to communicate with and influence young farmers. Offer Farm Woodland Surveys and provide handholding through any subsequent FGS application with potential follow up case studies.	Central Scotland Conservancy, SAYFC
5. Materials		
Broaden and improve upon the range of materials used to communicate information and promote woodland creation.	Consider developing a second Woodland Creation video featuring a different scenario	Central Scotland Conservancy
6. Media		
Increase the range of media, and improve the use of existing media, used to communicate knowledge and promote woodland creation in CSGN area.	Identify and utilise media that target fragmented peri-urban landowners/managers, e.g. livery, construction, caravan parks, golf courses, etc	Central Scotland Conservancy

Increase the range of media, and improve the use of existing media, used to communicate knowledge and promote woodland creation in CSGN area.	Approach national TV, e.g. Landward or Countryfile, focusing on Gascoigne or other strong case study highlighting a message of land use integration.	Central Scotland Conservancy working with National Office SF
Increase the range of media, and improve the use of existing media, used to communicate knowledge and promote woodland creation in CSGN area.	Improve understanding of how to use social media, podcasts and other online resources. Look for specialist advice in marketing and communications, including use of social media, to target audiences beyond traditional forestry and farming.	Central Scotland Conservancy
Increase the range of media, and improve the use of existing media, used to communicate knowledge and promote woodland creation in CSGN area.	<p>If contact details are available for landowners/managers who have already received grants, consider ways to prioritise them (e.g. through use of the maps) to see if they would be interested in further WC opportunities. Take advice to set the right tone and to avoid 'ultra-targeting' which could spark resentment and prove counterproductive.</p> <p>Note: this to be done once further work to engage those not already engaged with Woodland Creation has been undertaken.</p>	Central Scotland Conservancy
7. Local initiatives		
Develop local woodland creation initiatives with a distinct name and identity, which are a focus for targeted promotion in particular localities or geographic communities.	Look at creating a Regional Woodland Creation initiative; investigate other examples such as the Northern Forest or Manchester (City of Trees) planting one tree for every one person in their LA area (The People's Forest). Look for partnership opportunities with Woodland Trust.	Central Scotland Conservancy SF, Woodland Trust, Local Authorities, Glasgow Clyde Valley Green Network Partnership
8. Education and training		
Improve understanding of woodland creation among future landowners/	Work in partnership with SRUC, Edinburgh to develop content for the BSc in Environmental Resource Management – Advanced Woodland Management Module and Practical element.	Central Scotland Conservancy, SRUC

managers, nationally and in the CSGN area, through the higher education sector.		
9. Feedback, evaluation and making the case		
To generate feedback from landowners/ managers, agents, partners, and other stakeholders to understand and, if possible, measure the impacts, and causes of impact, of woodland creation promotion activities carried out by Scottish Forestry and others in the CSGN area.	Participants in demonstration events, seminars, presentations to complete an evaluation questionnaire, e.g. Have you learnt anything new today – if so, what? Have your attitudes towards woodland creation changed as a result of your visit today – if so, how/why? Are you in a position to create new woodland – if so, are you more likely to plant trees as a result of your visit today? Would you like a follow up phone call/follow up site visit from SF to provide you with advice? Is there anything else you would like to have seen covered today? Add a free text box for further details.	Central Scotland Conservancy

Appendix 2. Workshop agenda

Time	Item	Who?
10:30	<i>Arrival and coffee</i>	
10:45	Welcome and introduction from SF/CSGN <ul style="list-style-type: none"> Strategic and operational context How the workshop will contribute to ongoing work Commitment to the process 	KW/VHS
11:00	Introduction to the evidence <ul style="list-style-type: none"> What we already know about landowner/manager types and factors influencing tree planting in Scotland 	DE
11:30	Characterising landowners/managers: who is likely to plant trees in CSGN area? <ul style="list-style-type: none"> Participants break out to identify types of landowner/managers and their characteristics, and prioritise 'best bet' candidates Plenary session to compare results and agree target types 	DE
12:30	<i>Lunch</i>	
13:00	Identifying locations of "best bet" landowners/managers <ul style="list-style-type: none"> Spatial mapping – where the opportunities lie within CSGN area Participants break out to consider how the maps and spatial data help identify locations for each type of landowner/manager and 'best bet' areas to target. Plenary session to compare results and agree target areas for work going forward 	MD
	<i>Brief coffee break</i>	
14:00	Communication and engagement strategies <ul style="list-style-type: none"> Identify strategies, media and messages to communicate and engage with different landowner/manager types 	MD/DE
15:30	Next steps <ul style="list-style-type: none"> Take stock of findings from the day, and identify actions and next steps 	DE/All
16:00	Close	

Appendix 3. Workshop participants

- Scottish Forestry National Office
- Central Scotland Green Network Trust
- Confor
- Forest Research
- Forestry and Land Scotland
- Glasgow, Clyde Valley Green Network Partnership
- John Clegg Consulting
- Eamonn Wall and Co.
- Savills
- Scottish Forestry
- Scottish Land and Estates
- Scottish Woodlands
- Watston Forestry
- Woodland Trust