



Comisiwn Coedwigaeth Cymru  
Forestry Commission Wales

Final report

# Treegeneration Final report

A review of the urban forestry pilot  
project for North East Wales

Spring 2009



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CYNGOR

Sir y Fflint  
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Comisiwn Coedwigaeth Cymru  
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The Treegeneration pilot project ran from 2003 to 2008. It was started by Grants and Licences Department of Forestry Commission Wales (FCW). The area covered was north-east Wales: the counties of Flintshire and Wrexham. The project was steered and jointly funded by a partnership of interested organisations.

The overarching aim of the Treegeneration pilot project was to find out what would be needed for successful urban tree planting throughout Wales. The main aims, in practical terms, were:

- to promote the environmental benefits, the versatility and the cost effectiveness of trees and woodlands
- to make it easier to use trees and woodlands in urban areas.

The mechanisms for achieving these aims were:

- employing a project officer for four years
- raising awareness of the project and its benefits
- offering grant aid of up to 75 per cent of the cost of community tree planting schemes (50 per cent for businesses) and associated community development
- securing match funding from grant beneficiaries for the remainder of the cost of planting schemes
- offering advice and practical help with tree planting, establishment and community development associated with tree planting.



The project had a wide brief, with no set targets. Sites considered appropriate for planting were:

- at any urban or urban fringe or gateway location
- any size of site
- on private or public land
- for temporary or permanent planting.

The project supported 27 planting schemes over a range of urban sites. The total cost of grant aid to these was £115,342. This is 70 per cent of the total cost of schemes, which was £164,205.

# Executive summary

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Treeregeneration worked with environmental groups, schools, community groups, businesses and individuals to deliver tree planting schemes. Their involvement was important to get the message across about the importance of trees in urban areas.

Treeregeneration delivered schemes in:

- 9 schools
- 4 community spaces
- 4 business sites
- 1 town centre scheme
- 1 industrial reclamation scheme
- 2 transport corridor.

It also gave advice and/or facilitation to 6 additional schemes that were not Treeregeneration grant recipients.

The key outputs from the Treeregeneration pilot project were:

- 30 hectares of urban woodland created
- 59,300 native trees planted
- 308 non-native trees planted
- 2,200 people involved in tree planting.

The main outcomes from the project were:

- improved adaption to climate change
- improved education and more learning opportunities
- improved community cohesion and social well being
- more physical regeneration of the urban environment
- improved access to trees and woodlands
- creation of more native habitat.

The key findings from the Treeregeneration pilot project were:

- The project delivered across a diverse range of schemes, partners and environments.
- The partnership approach of Treeregeneration, both in terms of its structure and its delivery, was seen as a strength. It encouraged the formation of important networks and communication channels.
- There is an evident need for both monetary and advisory support for urban tree planting. This needs to be available to a wide variety of groups and individuals.
- Having a single point of contact for expertise on urban greening was seen to be extremely important.
- The lack of awareness of the value of trees and woodlands in urban areas was seen as a major barrier to delivering urban tree planting schemes.

Following a review of the Treeregeneration pilot project, nine recommendations are made. These are given in full, with their rationales, in Section 8 of this report. In summary they are that:

1. FCW should consider implementing a programme of communication with private, voluntary and public organisations, and to the general public, throughout Wales about the value of trees and other green space in urban areas.
2. FCW and potential partners should consider the opportunities presented by the need for both monetary and advisory support. They should develop an advisory service for the public and private sectors that would complement future programmes of grant aid.

3. Future grant aid programmes or projects should use the strengths of the Treeneration grant aid model to develop a sliding scale of grant aid that is dependent upon the type of scheme to be funded and the type of applicant.
4. More explicit links to the benefits of urban greening should be made across all the Welsh Assembly Government's strategic themes.
5. In the future, project officers should remain the point of contact for schemes, and should have expertise in at least one relevant field. We also recommend that other experts should be used to support project officers when needed.
6. A partnership approach is strengthened further by FCW. We also recommend that approach includes the practice of embedding staff in other organisations.

We further recommend that the partnership approach used in Treeneration be amalgamated with those of projects such as Cydcoed.

7. Serious consideration should be given to a pan-Wales programme to build on the Treeneration pilot. This should have an additional focus on highly deprived areas.
8. We suggest that the decision-making board of any grant-giving project should get representation from at least two disinterested organisations, to avoid conflicts of interest.
9. Future projects should have a project plan, baseline data, indicators, and a monitoring and evaluation programme in place before they start.



# 1. Introduction

Treeneration is the name of a pilot project that delivered urban tree planting schemes. The pilot ran from 2003 until 2008 and was initiated by the Forestry Commission Wales (FCW) Grants and Licences Department. The pilot was carried out in Flintshire and Wrexham in north-east Wales.

The Treeneration Project Officer and Forest Research have produced this report, following a review of Treeneration. Forest Research is the research agency of the Forestry Commission.

## **The importance of urban green space**

Public urban green space plays a vital role in the social life of communities. Trees have an important place in public urban green space. A predominant purpose of urban tree planting is both to connect people with nature, and to help towards achieving environmental goals. An example of an environmental goal that is helped by urban tree planting is that trees help absorb airborne pollution.

Evidence from all parts of the world shows that trees in urban areas benefit people by providing places for recreation and learning. These, in turn, can result in better health and well being, and better neighbourliness.

However, studies have shown that, even where there is green space in urban areas, people do not always use it or have access to it. Where green space is accessible, it is often in a neglected state. The studies found that the quality of green space is more important to people than how near it is from their homes or workplaces.

## **Why an urban tree planting project for Wales?**

The Welsh Assembly Government (WAG) is committed to urban regeneration, but in past policies it does not often mention the importance of providing good quality urban green space. Providing good quality urban green space can contribute to many of the Assembly's social and environmental aims.

However, most of the WAG policies were produced between 2000 and 2005. Since then there have been changes, and newer policies are being formed. These are likely to place more emphasis on urban green space. The most relevant policy review was of the Assembly's Woodlands for Wales strategy.



## 2. Aims of the treegeneration pilot

### The aim of Treegeneration

The overarching aim of the Treegeneration pilot project was to find out what would be needed for successful urban tree planting throughout Wales. The main aims, in practical terms, were:

- to promote the environmental benefits, the versatility and the cost effectiveness of trees and woodlands
- to make it easier and more attractive to plant and establish trees and woodlands in urban areas.

Success was presumed to be an increase in both tree planting and the use of urban woodland.

### The range of aims for Treegeneration grant-aided schemes

The scoping documents for the pilot project did not include objectives, or target numbers of local schemes to deliver. The scope of the project was to work with partners by providing grants for tree planting that met any one of the aims in Table 1, below. The grants were for up to 75 per cent of an environmental or community scheme's costs. In the case of businesses, the highest proportion that could be grant aided was 50 per cent.

Treegeneration was designed to take a flexible approach to urban forestry. This allowed for dynamic variation at the very local level. This flexibility was also applied to the types of site considered to be eligible for grant aid. Sites considered had to be physically suitable for growing trees. Other than that they could be:

- at any urban, urban fringe or gateway location
- any size
- on private or public land
- for temporary or permanent planting.



## 2. Aims of the treegeneration pilot

Environmental	Economic	Social
<p>Create or improve habitats that bring wildlife into towns.</p> <p>Link up small areas of similar habitats.</p> <p>Provide wildlife corridors into the surrounding countryside.</p> <p>Create an attractive urban landscape.</p> <p>Soften harsh lines of buildings.</p> <p>Improve air quality by filtering and trapping pollution.</p> <p>Provide land restoration.</p> <p>Reduce energy consumption in nearby buildings by providing shade in summer and shelter in winter.</p> <p>Absorb noise.</p> <p>Reduce the risk of flooding</p> <p>Reduce water run-off from reclaimed sites.</p> <p>Screen eye-sores.</p>	<p>Create attractive settings for business activity.</p> <p>Improve the image of towns to attract inward investment.</p> <p>Transform run-down areas.</p> <p>Reverse urban decay.</p> <p>Improve the corporate image of businesses.</p> <p>Add value to property.</p> <p>Increase site security with boundary planting.</p>	<p>Create a pleasant environment in which to live and work.</p> <p>Allow contact with nature.</p> <p>Provide leafy 'islands' in town centres.</p> <p>Promote health by providing a relaxing, refreshing and therapeutic environment.</p> <p>Offer recreational opportunities.</p> <p>Impart a sense of belonging to residents through taking part in tree planting in their own communities.</p> <p>Create more distinctive and scenic neighbourhoods.</p>

Table 1: The Range of Treegeneration's Aims for Grant-aided Schemes

# 3. Methodology

## how the treegeneration pilot project was set up

### Partnership

The Treegeneration pilot project was a partnership between:

- FCW
- the Countryside Council for Wales (CCW)
- Wrexham County Borough Council (WCBC)
- Flintshire County Council (FCC)
- Groundwork Wrexham and Flintshire (GWF)
- the Welsh Development Agency (WDA).

(WDA is now part of the WAG's Department for Enterprise and Innovation.)

In 2003 a funding partnership and steering group was set up to run the Treegeneration pilot project, which included employing a Project Officer. The organisations that made up this were FCW, CCW, FCC, WCBC and GWF. FCW met 50 per cent of the project running costs. CCW, WCBC and FCC provide the other 50 per cent in equal parts.

### The Treegeneration Project Officer

The Treegeneration Project Officer was employed by FCW. He was expected to split his time and expertise between FCW, WCBC and FCC. In theory, the officer was to spend 50 per cent of his time based at the FCW's office at Clawdd Newydd, near Ruthin, and 25 per cent of his time with each of the local authorities. He had office space allocated in both councils' offices so that he could be 'embedded' in both organisations. The councils' offices are in Mold (FCC) and Wrexham (WCBC).

The Treegeneration Project Officer offered advice and practical assistance on urban planting schemes, in addition to administering the grant aid.

### Grant aid for local schemes

The cost of providing Treegeneration grant aid to schemes was met by FCW alone. It came directly from the core budget of the FCW's Grants and Licences department. The grant had to be match funded by applicants. Treegeneration could contribute grant aid towards the cost of a scheme at the rate of:

- up to 75 per cent for community and/or environmental schemes
- up to 50 per cent for business schemes.

Costs that could be included in a grant application were:

- planning, including consultation exercises with people who had an interest in the proposed scheme
- events, such as volunteer planting days
- buying the trees
- buying associated equipment, such as stakes or guards
- tasks associated with the initial establishment of the trees, such as weed or pest control.

The steering group decided on grant applications. The successful applicant and FCW signed a partnership agreement when the grant aid was approved. The standard wording of the partnership agreement is included as Appendix 4. Payment of 70 per cent of the approved Treegeneration grant aid was paid on the successful completion of the tree planting, with the remaining 30 per cent paid once the trees were established.

# 4. Implementation and delivery

## how the treeregeneration pilot was carried out

### Phase One

Treeregeneration was implemented in two phases. The first phase was to interest other bodies in the idea of Treeregeneration, form a steering group and agree a proposal.

The steering group then agreed the aims of the project. The aim – finding out what would be needed for successful urban tree planting throughout Wales – was deliberately broad. The reason for such a wide remit was so that the urban agenda of each partner organisation was embraced.

The proposal for the pilot project was changed several times before a final agreement was reached. The initial proposal called for a team of project officers with a far more targeted approach to implementation. The version of pilot proposal that was actually run was agreed in 2003.

### Phase Two

The second phase of the pilot project was delivery. This ran from 2004 to 2008, and the Treeregeneration Project Officer was appointed in 2004. His brief was to promote urban woodland and to initiate and manage urban tree planting schemes across Wrexham and Flintshire.

Treeregeneration was devised to be more than just a grant-giving mechanism. One of its main services was to offer advice and practical assistance on urban tree planting matters. These did not necessarily have to be grant-aided by Treeregeneration.

The Treeregeneration Project Officer was a single point of contact for the project. He did all the administration, communication and media work. In addition to this he gave the expert advice and help to individuals and groups.

Within Phase Two of the project, the Treeregeneration Project Officer saw the need for a two-stage approach to implementing the pilot project. Firstly, a programme of awareness raising and networking was needed. A delivery and assessment stage would follow.

### Awareness raising and networking

The Treeregeneration Project Officer had the job of raising awareness about Treeregeneration and its possibilities for communities and businesses in Wrexham and Flintshire.

He did this in the first instance by:

- informal meetings arranged by Treeregeneration
- attendance at community meetings, at the invitation of others
- formal presentations at the invitation of stakeholders and partners.

These formal presentations were aimed at a variety of audiences, including local authority departments, business forums and other organisations.

The Officer also sent an information leaflet mailshot to all known businesses within the two counties. The mailshot also included schools, community groups and other potentially interested organisations.

In addition, a Treeregeneration project web site was created and 'populated' by the Treeregeneration Project Officer.

# 4. Implementation and delivery

## how the treeregeneration pilot was carried out

### Delivery

The range of work done by the Treeregeneration Project Officer to deliver Treeregeneration can be summarised as either:

- **Financial assistance only**  
Helping applicants to make a bid for grant aid for tree or woodland planting schemes that met the criteria.

Or:

- **Practical assistance and/or advice only**  
Giving practical and technical advice on all aspects of urban forestry. This included planting and maintenance specifications and community consultation exercises.

Or a combination of the two:

- **Financial plus practical assistance**  
This is where Treeregeneration provided the grant and its Project Officer and a partner organisation (e.g. a school, environmental organisation or business) did the planting and maintenance. The Project Officer also provided specialist support and expertise throughout the process.

### Where did proposals for grant-aided planting schemes come from?

Proposals for local Treeregeneration schemes came from the public, private and voluntary sectors. The Treeregeneration Project Officer developed and maintained working partnerships with these people.

Schemes to consider for grant aid were often identified by the tree officer of one of the councils, or by the environmental organisations BTCV or GWF. Occasionally the Treeregeneration Project Officer was approached directly by schools, community groups or businesses for support.

### Which bodies applied for grant aid?

Most of the grant applications were channelled through BTCV, GWF or one of the two local authorities. In these cases BTCV, GWF or the council would commit the match funding to complement the grant aid.

Match funding was also provided by local businesses through their corporate environmental or social funds. A few schemes made up their match funding from a mix of sources.

### How was an application for grant aid made and assessed?

The way of making an application for grant aid was as follows. After making sure that applications met one or more of the criteria listed in Table 1, above, each application was scored for eligibility. The application had to be a full proposal. This included a planting and establishment plan and a full estimate of costs. An application form and scoring levels are included in Appendix 2.

If eligible for funding, an on-site meeting was held between the Treeregeneration Project Officer and the applicant. The suitability of the site for growing trees was assessed.

### How much money was awarded in grant aid?

Most of the grant-aided schemes relied on Treeregeneration being able to provide the maximum percentage of funding. Over the life of the pilot project the average proportion of scheme costs given in Treeregeneration grant aid was about 71 per cent. The largest sum granted was £13,655 and the smallest was £550. The total grant aid is illustrated below in Table 2. A full list of grant-aided schemes appears as Appendix 1.

# 4. Implementation and delivery

## how the treeregeneration pilot was carried out

Number of projects grant aided	Amount of Treeregeneration grant aid awarded	Amount of match funding	Total costs of schemes	Average cost per grant aided scheme
21	£115,342	£48,863	£164,205	£7,819

Table 2: Summary of the Cost of Grant aided Schemes in the Treeregeneration Pilot Project

### Where did grant-aided planting take place?

A breakdown of the types of scheme is illustrated in Figure 1, below.

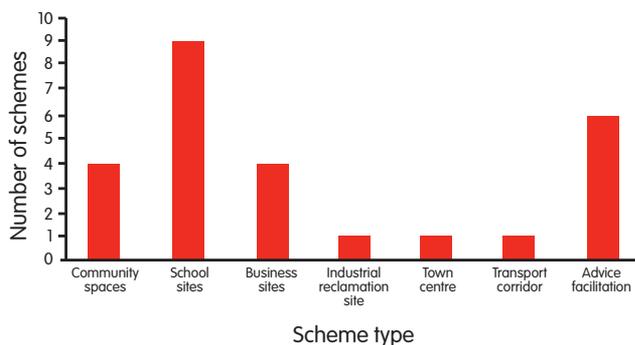


Figure 1: Number of Grant-aided Treegeneration Schemes and Types of Sites

As shown in Figure 1, the majority of schemes took place at schools. Many of these schools wanted to improve their grounds. In particular, several wanted to make a shaded outdoor teaching area. The Treeregeneration Project Officer remained active in these schemes, but he also encouraged the involvement of the local Forest Education Initiative (FEI) and/or the FCW’s Woodlands for Learning Officer.

### Which organisations were awarded grants?

Each of the grant-aided schemes had a partnership agreement with FCW. Figure 2, below, illustrates the range of organisations that had partnership agreements. In addition to these 21, over 35 other organisations were engaged in Treeregeneration projects. This 35 includes the organisations that received advice and support but no grant aid.

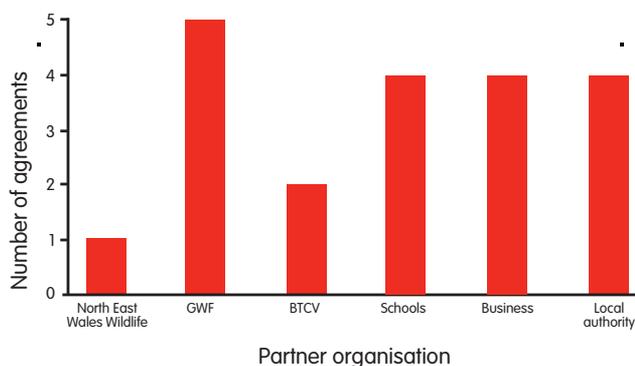


Figure 2: Number and Types of Organisations Grant-aided by the Treeregeneration Pilot Project

## 4. Implementation and delivery how the treeregeneration pilot was carried out

### How were the grant-aided schemes managed?

Each scheme needed to have a named project manager to deliver and support the scheme. Because the applicants and schemes were varied, the Treeregeneration steering group took a flexible approach on this. In cases where environmental groups such as GWF or BTCV proposed schemes, then they would be project managed by officers from those organisations. Where the local authority was awarded a grant, the project management fell either to the council's tree officer or to the Treeregeneration Project Officer. In some other cases, such as schemes from community groups, the Officer project-managed schemes.

In all cases the project manager was expected to consult with local stakeholders before the scheme started. Stakeholders included local residents, schools, employees, local businesses and organisations. These stakeholders were also encouraged to become involved in their scheme. This involvement could include design, planting and maintenance.

The successful delivery of each scheme was the responsibility of its named project manager. Their work included the day to day running of the scheme and keeping to time and budget, making sure that the overall aims of the scheme were achieved.

### How were grant-aided schemes monitored?

The Treeregeneration Project Officer remained responsible for monitoring all the schemes. This was done by visual inspections and on-site meetings. In general, monitoring was

limited to the planting schemes. The trees' progress was noted after planting, in late spring and at the end of each growing season.

### Treeregeneration schemes that were not grant-aided

The additional important remit of Treeregeneration was to provide practical – non monetary – support for urban tree planting schemes. Six schemes sought advice only. Some needed technical expertise in planting trees, and others wanted advice on community consultation or supervising planting days.



# 5. Outputs and outcomes

## what was achieved

### Outputs

There were no targets for expected outputs from the Treeregeneration pilot project. This is because it had been set up with a wide brief. By the end of the delivery of the pilot project, in 2008, Treeregeneration had given grant aid to 21 projects across north-east Wales. Non-monetary support was given to a further six.

Outputs from these projects were measured in:

- numbers of trees planted
- hectares planted
- number of people involved in the tree planting.

The Treeregeneration Project Officer collected together these data. Where schemes were managed by BTCV this information has been cross-referenced with its records. It has not been possible to cross-reference with other scheme managers.

The total outputs from grant-aided Treeregeneration projects are as follows:

Output	Quantity
Hectares of urban woodland created	30
Native trees planted	53,500
Non-native trees planted	880
People involved in tree planting	2,200

Table 3 : Total Treeregeneration Pilot Project Outputs

### Outcomes

The applications for Treeregeneration funding show a range of expected outcomes from schemes. These are presented in Table 4, below.

Expected outcome	Number of schemes*
Increase in biodiversity value of green space	10
Improvement in amenity value of green space	4
Increased social capital	4
Involvement of socially excluded groups (young offenders, excluded children etc.)	5
Improved educational opportunities	6
Reduction in anti-social behaviour	1
Improved aesthetic value of site	21

Table 4: Treeregeneration Pilot Project's Expected Outcomes

\* The total of this column is greater than the total number of schemes because applicants may have cited more than one expected outcome on their application.

No baseline data were gathered before the project started, and no indicators were set up for monitoring and evaluating outcomes. With this situation, we can only assume that schemes' expected outcomes have been achieved. We are unaware of any unexpected outcomes. Assuming the expected outcomes have happened, Treeregeneration has benefited people and the environment. However, we cannot quantify or qualify those outcomes or benefits at this time.

# 5. Outputs and outcomes

## what was achieved

Informal research with Treeregeneration partners highlighted the main expected outcomes from the project. These can be grouped under six themes:

### Improved adaption to climate change

The ability of some communities within the pilot area to adapt to climate change has improved as a result of planting more trees and woodlands for shade. This is a particular feature of the schools' schemes. There is also an increased awareness of the importance of tree planting for carbon sequestration.

### Improved education and increased learning opportunities

School children planting and maintaining trees in school grounds will have increased their understanding and appreciation of the environment. Many schemes created school outdoor learning areas. The involvement of the FEI and the FCW's Woodlands for Learning Team will have enabled children to benefit further. Volunteers taking part in planting schemes will also have benefited from informal learning.

Borras Park Infants School in Wrexham created an outdoor teaching area with their Treeregeneration grant. Following this, the school has employed a full-time Forest School Leader. The Leader delivers a daily programme of related educational activities within the planted area. Anecdotal evidence from a number of teachers indicates that since this, many of the pupils' attitudes towards the environment, in particular to invertebrates, have improved.

### Improved adaption to climate Improved community cohesion and social well being

Bringing people together through new activities helps create a sense of belonging. It can also create new networks and friendships and encourages people to interact with each other. Involvement in Treeregeneration schemes has brought people together and involved them in team activities. This will have helped to foster a sense of community and belonging, as well as building self-confidence.

The Central Park Community Woodland scheme, in Connah's Quay, was grant-aided by Treeregeneration. It brought together over 500 local people to improve their local environment. As a result a Friends of Central Park group was formed. The group continues to improve the park by developing further projects.

### More physical regeneration of the urban environment

Treeregeneration schemes planted 30 hectares of mostly native woodland. This made a significant contribution to the regeneration of urban environments.

### Improved access to trees and woodlands

All the planting took place close to businesses, communities or schools, and so increased opportunities to access quality green space. Most of the schemes are accessible for recreation.

### Creation of more native woodland habitat

Anecdotal evidence suggests that there are already improvements in the biodiversity of sites planted because of Treeregeneration.

# 6. Reflection and assessment

## what was learnt

There was no formal or agreed way of evaluating the Treeneration pilot project. Nevertheless, by reflecting on what worked well in the pilot and what did not, we can draw out some key findings.

This section is a digest of interviews with the Treeneration Project Officer and with partners on the steering group. They considered their experiences and highlighted the pilot's strengths and weaknesses. Looking forward to what would be needed for successful urban tree planting throughout Wales, they have made recommendations for future improvement.

### Aims

The overall aim of the Treeneration pilot project was to assess the scope for a national urban forestry project in Wales. The main focus of the pilot was promoting how trees improve the urban environment. Improvement was done mainly through grant-aided tree planting. Although there was no explicit social justice aim for the project, the pilot also made a positive contribution towards the WAG's social justice agenda. Based on an assessment of the pilot, this report makes recommendations for the scope of a national urban forestry project in Wales (in Section 7).

### Partnership between the steering group / funding partners

The partnership between the steering group members meant the pilot project became embedded in the two local authorities, as well as FCW. This encouraged important networks and communication channels. They otherwise would have taken far longer to form, or would not have existed. It also meant easy access to existing expertise, both for the Treeneration Project Officer and the local authority officers.

The partnership approach was felt by all to be a strength of the project. Partnerships in future could be strengthened by a more focused and targeted approach from the outset.

### Lack of a project plan

The Treeneration pilot project had an overarching aim and guiding principles. It did not have a project plan with specific targets and outputs. Without being constrained by set targets, the Treeneration Project Officer could take a flexible and dynamic approach to schemes. This meant that a variety of projects across a variety of sites have been with a range of partners and stakeholders.

However, having no project plan often left the Treeneration Project Officer to guess what was needed. No plan also resulted in an achievement – wide communication and awareness raising – being perceived as a negative. This was because the first planting season was lost during this time.

Interviews with the Treeneration Project Officer suggest that having a project plan in place would have helped him prioritise actions in a more structured way, and plan accordingly.

### Treeneration Project Officer

#### Working arrangements

A working relationship where an officer is jointly employed (or employed by one organisation but sits within another) is quite common in local authorities in Wales and in CCW. This type of partnership working has not been common within FCW. Both CCW and the local authorities involved in Treeneration were keen to see the relationships built during the pilot continue and develop. They feel it

## 6. Reflection and assessment

### what was learnt

would be important to have similar sorts of relationships in a Wales-wide urban tree planting programme.

However, having the Treeneration Project Officer located with three different partners did create some tensions. Limitations in relation to his time, as well as the allocation of time, was seen as a difficulty – not least by the Officer himself. A geographically large project area made the problem worse because of the wide distribution of grant-aided schemes.

In theory, the Treeneration Project Officer should have spent 50 per cent of his time based at the FCW and 25 per cent with each of the local authorities. If there had been set targets for each partner organisation reflecting this split, it would have been workable. However, Treeneration was reliant on groups, businesses or organisations applying for grants to do schemes. The reality was that the Officer spent more of his time where the majority of grant-aided schemes were.

This situation was compounded by the existing organisational structures within the local authorities. WCBC had two officers responsible for trees and woodlands on council-owned land, and a further officer to deal with tree protection on private land. FCC had two officers focusing in the main on protecting the current trees and woodlands in the county. WCBC officers held a significant budget enabling them to manage, maintain and increase tree cover. FCC officers had no comparable resource, and so made more use of the opportunities provided by Treeneration funding.

It also became clear that there were tensions about the project within, and between, local

authority departments. These problems can be summarised as:

- A lack of support staff for communication and administration. This resulted in the first five months of Officer time being spent in public awareness raising. His activities included branding the project, promotional campaigning, designing a web site and leaflets and writing copy for the web site and leaflet. The first tree-planting season was subsequently lost.
- So-called ‘initiative fatigue’ from local authorities.
- A perceived lack of understanding about the point of Treeneration from some council departments.
- The local authorities were wary of the potential cost of maintenance and replacement of trees for additional schemes on their own land.
- Some council departments were critical of Treeneration. They failed to recognise its potential and were indifferent to opportunities it presented.
- The way in which Treeneration worked within each authority depended on their existing organisational and funding arrangements.

Many of these obstacles could have been overcome in the design and development stages of Treeneration. In particular, the following would help reduce such tensions in the future:

- setting appropriate geographic targets
- employing one officer per local authority area
- employing, or dedicating, support staff for administration and communications.

# 6. Reflection and assessment

## what was learnt

### Competencies

The very flexibility and wide range of Treegeneration schemes meant that the skills needed by the Treegeneration Project Officer were equally wide ranging and flexible. It is rare that a member of FCW's staff is both an expert at growing trees in urban areas and in community development. Both of these skills were needed for the Treegeneration Project Officer post. He was also called on to develop and maintain a project web site. This was time consuming and it required specific technical and communication skills. The Officer felt ill equipped to tackle this.

We recognise that training and development can help staff to acquire skills. However, many of the required skills already exist within FCW – communication, finance, legal, administrative. We recommend that future project officers are the point of contact for schemes, and that they should have expertise in at least one relevant field. Other experts should support their work, and Treegeneration should have central support services allocated, e.g. for communications.

The table in Appendix 2 details staff competencies for a Treegeneration Project Officer. It also suggests core competencies for similar posts in urban tree planting projects that involve community support/development. We recommend that future Treegeneration Project Officers understand:

- monitoring and evaluating project outputs and outcomes
- how and where to get specialist advice and input
- how to communicate with different audiences.

### Grant aid and delivery of schemes

#### Awareness raising

It became clear early in the life of the pilot project that raising awareness was more necessary than had first been thought. It was also more time consuming. The reason it took so long was that existing negative attitudes towards trees had to be overcome. There was a lack of understanding about potential benefits of good quality green space.

Particular resistance was experienced from businesses. Businesses were fearful that tree cover would be a security problem. They thought that trees would increase crime and antisocial behaviour. Indeed, local police had advised businesses on the Wrexham Industrial Estate not to plant trees or shrubs on their sites.

All partners agreed that the Treegeneration Project Officer could not have done any more, given the limitations of the project, to raise awareness. However, resistance remained from some quarters.

Overcoming the negative view of urban tree planting is not something that can be achieved quickly. Neither can a small project such as Treegeneration change the general attitude. It will take a significant shift in the political agenda to begin to tackle such attitudes. This needs to be coupled with a more focused approach to urban tree planting within some local authorities. Sufficient resources for tree planting and their maintenance also need to be allocated. There needs to be more communication, advice and 'hand holding' to help people understand why urban are important. Such communication needs considerable time commitment and specific skills from officers.

## 6. Reflection and assessment

### what was learnt

#### **The range of schemes delivered**

It was important that Treeneration was as flexible as possible in terms of what it could deliver. The project had a wide remit for eligible scheme types, eligible land and those eligible for grant support. Steering group partners saw this flexibility and width as both a strength and a weakness.

The wide remit allowed for engagement with a diverse range of interested people, and the development of a diverse range of projects. This meant that Treeneration demonstrated the benefits of trees in urban areas in a variety of situations: from shopping precincts to school grounds to industrial estates. Conversely, this wide remit resulted in a lack of focus and direction. It also placed an unrealistic expectation to deliver upon a single project officer.

#### **Grant aid and match funding**

Treeneration was able to grant-aid, in theory, any organisation or body that could deliver urban tree planting. (Appendix 1 is a full list of grant-aided projects and sources of match funding for each.) In committing to match fund a grant, recipients signed up to the ethos of the project. This strengthened the Treeneration message about the benefits of urban trees. Steering group partners felt it to be an important strength of the project. Match funding also meant grant recipients had an interest in the sustainability of their schemes.

Treeneration attracted the type of applicant that was able to find match funding relatively easily. The match came either from the applicant's own funds or from other external funding. Notwithstanding this, many applicants applied for the full proportion allowed of their scheme's cost, or close to it. In future FCW needs to operate a sliding scale of

grant aid. This could then be tailored to the both the type of scheme and the type of applicant.

#### **Relationships with grant recipients**

The relationship between FCW and the grant recipients was formalised by signing a partnership agreement. The Treeneration Project Officer then had a finite and fairly short-lived partnership with the recipient body. This short-lived nature was a result both of constraints the Officer's time and organisational structures within recipients of grant aid, such as BTCV and GWF. Despite their short duration, these relationships were acknowledged as valuable.

#### **Practicalities of delivering grant-aid**

One difficulty was that there was no single point of contact for all the Treeneration schemes managed by a single organisation. For example, for five of the schemes where GWF was the grant beneficiary, five different project managers were named. The Treeneration Project Officer felt overstretched by this situation. It also exacerbated the difficulties of being based in three separate offices within three organisations (see the Treeneration Working Arrangements paragraph, above).

Given the set-up of the Treeneration pilot, these tensions would have been difficult to overcome in any case. However, future projects on the Treeneration model should plan how to manage effectively partnerships with outside organisations. Having additional Treeneration staff may be enough. In addition, the project agreement could ask for a single point of contact with beneficiaries of more than one Treeneration grant.

# 6. Reflection and assessment

## what was learnt

### Responses of different types of grant recipient, and how they benefitted

#### Schools

Interviews with both the Treeregeneration Project Officer and two of the schools involved showed that links established by Treeregeneration were valued, but short lived. The additional involvement of FEI or of FCW's Woodlands for Learning Officer worked well. Their contributions resulted in children gaining more benefit from the schemes than had originally been envisaged.

#### Businesses

Most schemes undertaken by businesses were on industrial sites. Business schemes have proved harder to review than others. Anecdotal evidence suggests that they were undertaken for visual amenity only. The business did not have a wider social agenda.

The planting around businesses or industrial units appears to have been undertaken because the grant was available. Whilst this does not negate the actual benefits of tree planting, it does not necessarily result in an increased understanding of the benefits of trees. Business partners proved to be the hardest to engage in the project. They often remained unconvinced that the benefits of tree planting outweighed the perceived risk of increasing the potential for antisocial behaviour and vandalism around their sites.

#### Local Authorities

The way the two local authorities used the Treeregeneration pilot project was influenced by organisational differences. The number of tree officers and the budgets available to them affected the availability of match funding.

In Wrexham the authority's Arboricultural Manager submitted sites owned by the council as schemes. This made sure that these sites

were then included in the annual planting programme for the county. This has secured long-term management for these schemes.

In Flintshire little or no budget existed within the authority for urban planting. Where council-owned sites were submitted for schemes, Treeregeneration became the means of achieving urban planting. This meant providing both financial and practical support.

### Delivery of advice and non-monetary assistance

Advice and practical help from the Treeregeneration Project Officer was valued. It was an important aspect of the pilot project.

### Follow-on from the Treeregeneration pilot

#### Lack of monitoring and evaluation

Simple outputs only were monitored during the pilot project. It has therefore been difficult for this review to see what were the outcomes of the pilot project and of individual schemes. We have heard general comments from those involved saying that there had been 'educational benefits' and that 'it brings people together'. We do not know how much the additional planting of trees and woodland has, or will, encourage more use of green space. It seems likely that Treeregeneration schemes will have helped to overcome social barriers, encourage community cohesion and benefit health and wellbeing, but we cannot be sure.

### Conducting research for this review

Unfortunately, we found it difficult to contact the relevant officers in GWF and BTCV to add qualitative depth to this review. Staff involved

## 6. Reflection and assessment

### what was learnt

in Treeneration schemes are no longer involved, or have left the organisations. A telephone discussion was held with BTCV about Treeneration. We looked at BTCV's documents on their Treeneration schemes to establish quantitative information. Telephone discussions with staff at GWF established that, even if quantitative data about the schemes have been kept, they were no longer accessible to current members of staff.

#### **Continued contact with grant-aided schemes**

The nature of the pilot project meant that neither the Treeneration Project Officer nor local authority officers had the remit, time or resources to continue in engagement with individuals or groups involved in tree planting schemes. There was initial engagement, planting and advice and, in some cases, a launch. Once these had happened, grant recipients were unlikely to have any contact from officers other than a biannual inspection of the trees.

One of a few exceptions to this has been the Central Park scheme in Connah's Quay. Here the Treeneration Project Officer has continued to engage with the Friends of Central Park. The group has developed further aspects of this scheme. The Treeneration Project Officer's ongoing support has resulted more people in that community getting involved in further tree planting. This has helped to strengthen community cohesion.

There seems to have been poor ongoing connections between and the communities involved in schemes led by BTCV and GWF and these organisations. Once the initial tree planting was done, and some maintenance carried out, contact appears to have stopped when staff move on.

Although staff cannot be expected to stay in post forever, contact and continuity is important, particularly with schemes that deal directly with communities. It is difficult enough to establish links with communities in the first place. It is even easier to lose those links and to create further barriers to future work once the links are lost.

#### **Treeneration's place in FCW**

Appendix 3 details the internal FCW structures of the Treeneration project and highlights potential benefits. It is clear that certain aspects worked well, whilst others did not. It is important that similar projects in the future draw on the lessons of this review of Treeneration; FCW should develop an internal structure that uses the successful aspects of the project.

#### **General conclusions about the Treeneration pilot project**

Those involved in Treeneration considered that the diverse range of support offered to applicants was appropriate and valuable. More importantly, they felt that this level of support was not available elsewhere. They also thought that a single point of contact for expertise on urban tree planting is extremely important.

Treeneration used partnerships to create networks and working relationships with statutory bodies and other organisations. This was useful in furthering the acceptance and use of trees and woodlands in urban environments. Partnerships between community groups and others, such as BTCV and GWF, were also formed. However, these were more as a means for them to access funding and expertise for the duration of Treeneration.

# 7. Treeneration and WAG's policy context

Table 5, below, illustrates the good fit between Treeneration and WAG's previous Woodlands for Wales strategy. The themes, aims and objectives in the table are taken from the version of the strategy recently reviewed. They have now changed as a result of the review.

Woodlands for Wales theme	Aim	Objective	Contribution by Treeneration
Woodlands for People	We will develop a series of community woodlands throughout Wales, using existing woods or creating new woods, with local people involved in their management for the benefit of their communities.		✓
	We will encourage the planting of woodland as an interim use for vacant industrial sites before redevelopment, providing beneficial environmental use and some advance landscaping.		✓
	We will promote the use of woodland for further education and lifelong learning.	2.2.2: to maximise the use of woodland for learning.	✓
	Mechanisms will be created to involve local people and build consensus amongst communities.	2.2.3 to provide opportunities to have their say in the management of woods close to where they live.	✓
	The understanding of woodland issues in Wales will be promoted through partnerships with professional bodies, private owners and managers, voluntary groups and the education sector.		✓

## 7. Treegeneration and WAG's policy context

A new emphasis on woodland management	We will develop ways of encouraging the use of best practice in managing woodland and of extending long term planning.	2.3.1 to promote best practice in woodland management.	✓
A new emphasis on woodland management	We will encourage landowners and managers to take opportunities for appropriate woodland expansion, seeking to maximise the value to society of new woodlands.	2.3.3: to find appropriate sites for new trees and woodlands.	✓
	We will work with community groups and landowners, encouraging the use of trees and woodlands to improve air quality and urban landscapes.		✓
A diverse and healthy environment	We will increase the area of native woodland, targeting extension and connection of existing woods and incorporating the concept of increasing the core area of native woodland habitats.	2.5.1: To conserve and enhancement the biodiversity of our woodlands.	✓
	We will use woodlands to restore the landscapes of areas affected by past mineral extraction and other industrial activities.	2.5.2: To conserve and enhance the landscapes of Wales.	✓
	We will extend access to woodland particularly for disadvantaged communities, using good design and community involvement, to help overcome some people's perceptions of risk when using woodland on the urban fringes.	2.6.2: To promote health through access to woodlands for all communities.	✓
	We will look for opportunities to use trees and woodlands in urban settings to maximise emotional and physical wellbeing.		✓

Table 5: Treegeneration's fit with Woodlands for Wales

## 8. Recommendations

1. The Treeregeneration pilot project has demonstrated an obvious need to raise awareness and communicate the benefits of urban green space, and in particular of trees and woodlands. As the WAG body responsible for Wales' woodland estate, FCW should consider implementing a programme of such communication with private, voluntary and public organisations, and to the general public, throughout Wales.
2. The types of support offered by the Treeregeneration pilot were valued, and not available elsewhere. There is an evident need for both monetary and advisory support to be available to a wide range of organisations, groups and individuals. We recommend that FCW and potential partners consider the opportunities presented by this need and develop an advisory service for the public and private sectors that would complement future programmes of grant aid.
3. The Treeregeneration pilot demonstrated key strengths in its grant-aid model. We recommend that future grant aid programmes or projects use these strengths to develop a sliding scale of grant aid that is dependent upon the type of scheme to be funded and, perhaps more importantly, the type of applicant.
4. We recommend including more explicit links to the benefits of urban greening across all Welsh Assembly Government strategic themes.
5. Whilst we recognise that training and development can help staff to acquire skills while in post, it is not common to find FCW staff with both the silvicultural and community development expertise required for a Treeregeneration-type programme. We recommend that, in the future, project officers remain the point of contact for schemes, and have expertise in at least one relevant field. We also recommend that other experts are used to support project officers when needed. Recommended staff competencies are detailed in Appendix 2.
6. Partnership is essential to the delivery of projects such as Treeregeneration. We recommend that this approach is strengthened further by FCW. We further recommend that the partnership approach used in Treeregeneration be amalgamated with those of similar future projects. An approach like this could provide improved inter-organisational working. It would increase opportunities for communities and individuals to take part in local governance.
7. Treeregeneration, as a pilot project, was limited to two counties in north-east Wales. It is apparent that the types of support and development offered by the project would be valued across the whole of Wales. Serious consideration should be given to a pan-Wales programme to build on the pilot. This should have an additional focus on highly deprived areas.
8. Potential conflicts of interest when awarding grants could be avoided by including representation from outside the project on the assessing panel. We suggest that any grant-giving project should get representation from at least two disinterested organisations.
9. The lack of a project plan, baseline data, indicators, and a monitoring and evaluation programme for the Treeregeneration pilot made it problematic to assess the true impact of the pilot project. We recommend that future projects have these in place before they start.

## 9. Further reading

- CABE Space (no date) Is the Grass Greener...? Learning from international innovations in urban green space management. CABE, London
- CABE Space (2004) The Value of Public Space. CABE, London
- Centre for Urban and Regional Ecology (CURE) 2002, Developing standards for accessible natural greenspace in towns and cities, A report for CCW.
- CCW (2006) Providing Accessible Natural Greenspace in Towns and Cities: a practical guide to assessing the resource and implementing local standards for provision in Wales.
- Edwards, P. and McPhillimy, D. (2003), Woods in and Around Towns. A report for Scottish National Heritage (F01AA112)
- English Nature (2003) Accessible natural green space standards in towns and cities: a review and tool kit for their implementation. Report 526
- FCW (2002) Woodlands for Wales  
FCW (no date) TreeGeneration: Welsh Urban Forest Initiative
- Greater London Authority (2003) Valuing greenness: greenspaces, house prices and Londoners' priorities. GLA Economics
- Green Space (2007) The Park Life Report
- Kuo, F.E., and Sullivan, W.C., (2001) Environment and Crime in the Inner City, in Environment and Behaviour 33:3, pp 343-367
- Lucas, K., Walker, G., Eames, M., Fay, H and Poustie M. (2004) Environment and Social Justice: Rapid Research and Evidence Review. Report for the Sustainable Development Research Network [www.sd\\_research.org](http://www.sd_research.org)
- O'Brien, E., (2006) Social Housing and Green Space: a case study in inner city London, in Forestry pp1-17
- Rishbeth, C., (2002) The Landscape of the Global Village, in Landscape Design, 310, pp 27-31
- WAG (2007) One Wales, WAG Cardiff
- WAG, 2005 A Fair Future for our Children
- WAG, 2005, Climbing Higher: sport and active recreation
- WAG, 2005, Designed for Life, a world class health service for Wales
- WAG, 2006, Starting to live differently: The sustainable development scheme of the National Assembly for Wales' (updated 2006)
- WAG (2006) Environment Strategy Wales
- WAG (2006) Environment Strategy Wales Action Plan
- WAG, date unknown, Creating Sustainable Places (Welsh Development Agency)
- All WAG accessed 7th August 2007:
- <http://new.wales.gov.uk/about/strategy/strategypublications/?lang=en>
- Warwick District Council (2003), The Benefits of Urban Trees, Warwick

# Appendix 1 – Treegeneration Schemes

Project Name/Description	FCW funding amount/other partners/total scheme value	Outputs and Outcomes
<b>COMMUNITY SPACES</b>		
<p><b>River Gwenfro, Caia Park, Wrexham</b> Provision of financial support to BTCV towards the costs of planning and implementing a riverside corridor planting scheme to enhance the biodiversity and amenity value of an urban green space in a Communities First residential area of Wrexham.</p>	<p>£3,190 BTCV, Caia Park Environmental Group, WCBC £8,200</p>	<ul style="list-style-type: none"> <li>• 36 native trees planted</li> <li>• Involvement of young people and youth groups in planting activities</li> <li>• Regeneration of neglected and underused green space in housing estate in Communities First area</li> <li>• Enhancement of river corridor habitat</li> <li>• 250 local people involved in planting activities</li> <li>• Involvement of youth offending team</li> </ul>
<p><b>Central Park, Connah’s Quay, Flintshire</b> Provision of direct practical support and financial support to North East Wales Wildlife Group (NEWW) in planning, implementing and establishing a planting scheme on the largest urban green space in Flintshire’s largest urban settlement. Ongoing support given to NEWW, community group, Connah’s Quay Town Council and FCC in continuing to improve the site.</p>	<p>£13,665 North East Wales Wildlife Group, Connah’s Quay Town Council, Connah’s Quay High School, Airbus £20,500</p>	<ul style="list-style-type: none"> <li>• 1000 native trees planted</li> <li>• 20 non native trees planted</li> <li>• Regeneration of neglected green space in housing estate in largest settlement in county</li> <li>• 500 local people engaged in project</li> <li>• Involvement of youth offending team</li> <li>• Involvement of excluded school children</li> <li>• Significant increase in biodiversity value of green space</li> <li>• Green space amenity value improvement</li> <li>• Provision of shade and shelter on previously exposed site</li> <li>• Creation of a ‘Friends of’ group</li> <li>• Catalyst to further improvements to green space</li> </ul>
<p><b>St. Matthew’s Play Area, Buckley, Flintshire</b> Provision of practical and financial support to FCC Leisure Services Department in partnership with BTCV for planting scheme in urban residential estate to improve amenity value and screen play equipment and noise from surrounding houses.</p>	<p>£1,440 BTCV, FCC £2,565</p>	<ul style="list-style-type: none"> <li>• 30 standard native/no-native trees planted</li> <li>• Screening of play equipment from surrounding housing</li> <li>• Community involvement in planting activities</li> <li>• Improved biodiversity value</li> <li>• Improved amenity value</li> </ul>

# Appendix 1 – Treegeneration Schemes

<p><b>Connah’s Quay Nomads, Flintshire</b> Provision of financial support to GWF for the planting of native trees around boundary of urban football club ground to improve visual value and screen surrounding industrial sites.</p>	<p>£5,200 GWF, Connah’s Quay Nomads £8,000</p>	<ul style="list-style-type: none"> <li>• 1000 native trees planted</li> <li>• Industrial area surrounding site screened for better amenity value</li> <li>• Improved biodiversity value</li> <li>• Environmental education opportunities for local children</li> </ul>
SCHOOLS		
<p><b>Ysgol Morgan Llwyd, Caia Park, Wrexham</b> Provision of direct practical support to school, and financial support to GWF to plan, implement and maintain a school planting scheme to create an outdoor teaching area and provide shade for pupils.</p>	<p>£6,078 GWF £6,078</p>	<ul style="list-style-type: none"> <li>• 2000 native trees planted</li> <li>• 500 non-native trees planted</li> <li>• Improved amenity value</li> <li>• Environmental educational benefits</li> <li>• Involvement of socially excluded children in planting activities</li> <li>• Provision of shade in school grounds</li> <li>• Improved biodiversity value</li> </ul>
<p><b>Ysgol Maes Glas, Greenfields, Flintshire</b> Provision of direct practical and financial support for school grounds boundary planting scheme. Species choice and planting and maintenance specification produced.</p>	<p>£1,665 North Wales Tree Services, Treegeneration £1,665</p>	<ul style="list-style-type: none"> <li>• 100 standard native/non-native/ornamental trees planted</li> <li>• Improved amenity value</li> <li>• Provision of long-term shelter for exposed site</li> <li>• Environmental regeneration within a run-down residential estate area</li> </ul>
<p><b>Connah’s Quay High School, Flintshire</b> Provision of direct practical and financial support for school ground planting scheme. Planting plan, species choice and planting and maintenance specification produced. Facilitation of planting days with pupils.</p>	<p>£1,095 Crimebeat, Connah’s Quay High School, Airbus £4,595</p>	<ul style="list-style-type: none"> <li>• 500 native trees planted</li> <li>• 350 pupils involved in tree planting, including socially excluded pupils</li> <li>• Derelict, underused area of school enhanced</li> <li>• Provision of future environmental educational opportunities</li> <li>• Increased biodiversity in an urban setting</li> <li>• Provision of shade in school grounds</li> <li>• Improved educational and amenity value of school grounds</li> </ul>

# Appendix 1 – Treegeneration Schemes

<p><b>St Winefride’s School, Holywell, Flintshire</b> Provision of financial support to GWF to plan, implement and maintain a school planting scheme to create an outdoor teaching area and provide shade for pupils.</p>	<p>£2,840 Honda, CCW, WAG, Home School Association £5,600</p>	<ul style="list-style-type: none"> <li>• 90 standard native/non-native trees planted</li> <li>• Part of a 3 year regeneration plan</li> <li>• New woodland planting in urban location</li> <li>• Improved amenity value</li> <li>• Improved biodiversity value</li> <li>• Pupils involved in planting activities</li> </ul>
<p><b>Hawarden High School, Flintshire</b> Provision of direct practical and financial support for school ground boundary planting scheme. Species choice and planting and maintenance specification produced. Facilitation of planting days with pupils.</p>	<p>£2,300</p>	<ul style="list-style-type: none"> <li>• 500 native trees planted</li> <li>• 30 native and non-native heavy standards planted</li> <li>• 200 pupils engaged in planting activities</li> <li>• Involvement of socially excluded pupils</li> <li>• Improved amenity value</li> <li>• Improved biodiversity value</li> </ul>
<p><b>Southdown County Primary School, Buckley, Flintshire</b> Provision of direct practical and financial support for tree planting within school grounds to provide additional biodiverse habitat, enhance outdoor learning opportunities and provide shade for pupils.</p>	<p>£550</p>	<ul style="list-style-type: none"> <li>• 14 standard native trees planted</li> <li>• All pupils engaged in planting activities</li> <li>• Provision of shade in school grounds</li> <li>• Improved biodiversity value</li> </ul>
<p><b>Ysgol Borrass Park Infants, Wrexham</b> Provision of direct practical support to school and financial support to GWF to plan, implement and maintain a school planting scheme to create an outdoor teaching area linked to Forest School initiative and provide shade for pupils.</p>	<p>£5,305 GWF £6,655</p>	<ul style="list-style-type: none"> <li>• 2000 native trees planted</li> <li>• 22 standard native/non-native trees planted</li> <li>• Improved biodiversity value of site</li> <li>• Provision of shade in school grounds</li> <li>• Environmental education benefits from planting and future site use</li> <li>• Strengthened link to Forest School programme</li> </ul>

# Appendix 1 – Treegeneration Schemes

<p><b>St. Christopher’s, Millennium Eco Centre, Borrass, Wrexham</b> Provision of direct practical and financial support towards the costs of tree planting and establishment to create outdoor teaching area and provide shade for pupils.</p>	<p>£812 GWF, Onyx Environmenta l Trust £1,500</p>	<ul style="list-style-type: none"> <li>• 500 native trees planted on previous quarry site adjacent to school and within school grounds</li> <li>• Pupils with special needs engaged in planting activities</li> <li>• Improved biodiversity value of site</li> <li>• Provision of shade in school grounds</li> </ul>
<p><b>Watt’s Dyke School, Wrexham</b> Provision of financial support to GWF towards the costs of tree planting within school grounds to provide outdoor teaching opportunities and shade for pupils.</p>	<p>£3,200 GWF, Parent- Teacher Association £4,300</p>	<ul style="list-style-type: none"> <li>• 750 native trees planted</li> <li>• 28 standard non-native trees planted</li> <li>• Provision of shade in school grounds</li> <li>• Improved biodiversity value within an urban setting</li> <li>• Educational benefits linked to planting days at school</li> </ul>
<b>BUSINESS SITES</b>		
<p><b>RAM Leisure, Whitegate Industrial Estate, Wrexham</b> Provision of direct practical and financial support to small business in Communities First area towards ground preparation, tree planting and establishment costs as part of a wider environmental enhancement scheme.</p>	<p>£1,260 RAM Leisure, Specialist Tree Care £3,300</p>	<ul style="list-style-type: none"> <li>• 10 non-native heavy nursery standards planted in formal scheme</li> <li>• Improved business image</li> <li>• Improved amenity value of site for staff</li> </ul>
<p><b>Cytec Engineered Materials Ltd, Wrexham Industrial Estate</b> Provision of financial support to GWF towards ground preparation, tree planting and as part of a wider physical environmental enhancement scheme on business premises.</p>	<p>£12,500 GWF £12,500</p>	<ul style="list-style-type: none"> <li>• 200 non native light standards planted in formal scheme</li> <li>• Aesthetic value of site significantly improved</li> <li>• Exemplar planting scheme in a heavily industrial area</li> </ul>
<p><b>Pann Krisp Ltd, Wrexham Industrial Estate</b> Provision of financial support to GWF towards tree planting as part of a wider physical environmental enhancement scheme on business premises.</p>	<p>£6,727 GWF, WDA (total value unknown)</p>	<ul style="list-style-type: none"> <li>• Aesthetic value of site significantly improved</li> <li>• Improved business image</li> </ul>

# Appendix 1 – Treegeneration Schemes

<p><b>Tetrapak, Wrexham Industrial Estate</b> Provision of financial support to GWF towards tree planting as part of a wider environmental enhancement scheme on business premises.</p>	<p>£3,760 GWF £3,760</p>	<ul style="list-style-type: none"> <li>• Improved amenity value of site for staff</li> <li>• Improved biodiversity value of site</li> <li>• Better integration of site into surrounding countryside</li> </ul>
<p><b>INDUSTRIAL RECLAMATION SITE</b></p>		
<p><b>Brymbo Steelworks</b> Facilitation of Woodland Grant Scheme planning and application for 26 hectare native woodland planting and management scheme adjacent to new development on previous steelworks site.</p>	<p>£36,000 Parkhill Estates £48,000</p>	<ul style="list-style-type: none"> <li>• 45000 native trees planted</li> <li>• Section of previous industrial slag heap reclaimed to native woodland</li> <li>• Improved recreational opportunities</li> <li>• Improved biodiversity habitat</li> <li>• Improved landscape value</li> </ul>
<p><b>TOWN CENTRE</b></p>		
<p><b>Tower Gardens, Holywell, Flintshire</b> Provision of direct financial and practical support to FCC town centre regeneration officer on planting specifications, community consultation and maintenance and establishment techniques in an area previously suffering from vandalism. Vandalised Sorbus (rowan) standards replaced with 6 Pyrus calleryana 'Chanticleer' (ornamental pear) semi-mature standards.</p>	<p>£5,835 FCC £11,670</p>	<ul style="list-style-type: none"> <li>• 6 semi-mature non-native ornamental trees planted</li> <li>• Vandalised scheme replaced and formalised</li> <li>• Improved town centre image</li> <li>• Involvement of local community in planning and maintenance of scheme</li> </ul>

# Appendix 1 – Treegeneration Schemes

TRANSPORT CORRIDORS		
<p><b>North East Wales Health Trust, Wrexham</b> Provision of direct financial and practical support to alleviate problems with anti-social behaviour within a densely vegetated area adjacent to A5152 in Wrexham town centre. Removal of laurel hedge and replacement with 8 semi mature Zelkova standards.</p>	<p>£1,100 North East Wales Health Trust £4,100</p>	<ul style="list-style-type: none"> <li>• 8 semi mature non-native standards planted</li> <li>• Alleviation of anti-social behaviour</li> <li>• Improved amenity value</li> </ul>
<p><b>Oak Avenue, Holt, Wrexham</b> Provision of financial support towards the planting and maintenance of 56 Quercus robur (pedunculata, or English, oak) nursery standards to form a formal avenue along B5102 approach to Holt village.</p>	<p>£820 Bellis Brothers £1,640</p>	<ul style="list-style-type: none"> <li>• 56 standard native trees planted</li> <li>• Increased biodiversity value of transport corridor</li> <li>• Improved landscape</li> <li>• Improved image of village</li> </ul>
ADVICE / FACILITATION		
<p><b>Flint Town Hall, Flintshire</b> Provision of practical support (advice and specifications) to Flintshire Highways Department to alleviate long-term problems associated with waterlogged tree pits. Replacement of 4 dead/damaged trees adjacent to town hall.</p>	<p>FCC Highways Dept</p>	<ul style="list-style-type: none"> <li>• 4 non-native semi mature standards planted</li> <li>• Long lasting problem caused by poor previous specifications overcome</li> <li>• Rejuvenation of town centre location</li> </ul>
<p><b>Castle Park regeneration project, Flint</b> Provision of practical support (advice) to FCC Regeneration department in relation to community engagement techniques and species choice for proposed street tree planting scheme in Communities First area.</p>	<p>FCC Regeneration Dept</p>	<p>Expected outcomes:</p> <ul style="list-style-type: none"> <li>• Engagement of local residents in physical environmental improvement scheme</li> <li>• Improved visual and amenity value of Community First area</li> </ul>

# Appendix 1 – Treegeneration Schemes

<p><b>Ysgol Rhosddu Primary, Wrexham</b>          Provision of practical support (advice) to school on species choice and establishment and maintenance specifications for proposed school ground planting scheme to create biodiversity habitat and outdoor teaching area. Specification on species choice and planting pits/guards for proposed concrete school yard planting scheme to provide shade for pupils.</p>		<ul style="list-style-type: none"> <li>• Provision of shade for pupils</li> <li>• Improved amenity value of play ground</li> <li>• Increased biodiversity value of playing fields</li> <li>• Improved school image</li> </ul>
<p><b>Areton International Plastics, Wrexham Industrial Estate</b>          Provision of practical support to business on screening industrial buildings from neighbouring housing, including suitable species list and planting specifications.</p>		<ul style="list-style-type: none"> <li>• Industrial site screened from residential housing</li> <li>• Improved biodiversity value</li> </ul>
<p><b>Mountain Lane Primary, Buckley, Flintshire</b>          Provision of practical support (advice) to school on species choice and establishment and maintenance specifications for proposed school ground planting scheme to create biodiversity habitat and outdoor teaching area.</p>		<ul style="list-style-type: none"> <li>• Improved biodiversity value of school grounds</li> <li>• Outdoor learning opportunities enhanced</li> </ul>
<p><b>St. Etherworld’s Primary School, Higher Shotton, Flintshire</b>          Provision of practical support (advice) on species choice for formal and informal proposed planting scheme on school grounds, including detailed planting plan and establishment and maintenance specifications.</p>		<ul style="list-style-type: none"> <li>• Provision of shade for pupils</li> <li>• Improved biodiversity value of site</li> </ul>

## Appendix 2 – Essential Competencies

Essential staff competencies for Treeregeneration	Recommendation for similar future initiatives
Specific silvicultural knowledge	Staff should be able to liaise with experts within FCW for this knowledge.
Project management	Staff should have basic project management skills but should be able to seek expert advice from within FCW.
Understanding of external funding	Basic understanding is required; officers should be able to seek expert advice from other FCW staff.
Team player	Essential both in terms of within the delivery team and the wider FCW context.
Ability to work alone	Essential
Understand FCW procedures and protocol	Essential in order to integrate delivery fully with other FCW initiatives and departments.
Ability to communicate effectively across private, public and voluntary sectors	Essential
Administration skills	Project staff should not undertake the majority of project administration. Dedicated support should be provided.
Media skills (including press and web development)	Project officers should not undertake web development/content provision or communication with the press. All communication of this type should be routed through FCW Communications team or dedicated support staff.
Ability to be flexible and creative	The ability to be flexible and adjust to local situations is key to the success of Treeregeneration.
Awareness of local and national politics and policies	It is important that projects fit with both community aspirations and the local and national political agenda.
Facilitation and mediation skills. Conflict resolution.	It should be recognised there will always be a degree of conflict when working with communities and/or other organisations. The ability to cope with and defuse these situations is key.
Plan and prioritise work	Essential
Understanding diversity issues	Essential

# Appendix 3 – Forestry Commission Wales’ internal structural arrangements

Structural aspect	Treeregeneration	Recommended future scenario	Benefits
Situation in relation to FCW	Embedded within Grants and Licences	Embedded	Embedding projects and programmes within the parent organisation enhances the sense of belonging and loyalty developed by staff. It helps establish associations between the parent organisation and those with whom the project may be working.
Officer base	Within FCW and partner offices	Within FCW and partner offices	Staff based within the offices of the parent organisation are more likely to quickly develop networks and knowledge. Staff based alone can often feel isolated from the organisation and colleagues.
Organisational support	None	Administrative, communication and media support	Effective project administration, communications and media support require specific skill sets and expertise. They are aspects of project work that are time consuming but essential to success. Support in these areas should be provided by the parent organisation.
Officer work load	20 projects plus advisory support 2004-2008	Average of 20 projects per officer	A reasonable number of projects or schemes to develop and maintain allows staff to give ample time and support to those projects that may need it. The number of schemes per officer is also dependent on the geographic spread of the overall project.
Funding	Internal plus partner funding	Core internal funding plus external or partnership funding where appropriate	Core internal funding, supplemented with external funding where applicable, would allow for flexibility of approach and the removal of an imperative to spend to specific external deadlines.
Employment status	Fixed term appointment	Permanent full time	Linked to staff morale, sense of belonging and loyalty to the organisation. Also provides continuity of a single point of contact and ability to build up a strong network of relationships both internal and external to the parent organisation.

# Appendix 3 – Forestry Commission Wales’ internal structural arrangements

Project management	Steering group and project officer	Steering group and project officers	It is always beneficial for projects to be overseen by a Steering Group with representation from other stakeholders. It allows for transparency and an assurance that projects will continue to meet aims and objectives.
Grant bid assessment	Steering group	Panel comprising individuals external to project plus representation from within project	It is always beneficial that grant applications are assessed by a panel including representation from stakeholders outside the project. It allows for transparency and an assurance that projects and schemes are appropriate.
Grant allocation	Maximum 75% to community groups, businesses, local authorities and other organisations	A sliding scale of match funding. Level of funding determined by structure of organisation applying.	We recognise that the provision of 100% grant funding is unusual and unlikely to be available in the future. The maximum percentage available could be provided for communities and similar groups, whilst a sliding scale of match funding could be required from other more established or statutory organisations.
Project monitoring	Limited to biannual visual inspections of planting. No prerequisite for schemes to monitor outputs or outcomes	Ongoing programme of monitoring and evaluation, including the establishment of baseline data and relevant indicators	The establishment of baseline data, the development of indicators and a programme of ongoing monitoring and evaluation allows the effectiveness of projects to be demonstrated over time. Quantitative monitoring will establish outputs whilst a more qualitative approach will demonstrate the effects of those outputs. The gathering of baseline data helps demonstrate change and effect over time applicable to specific projects.

# Appendix 4 – Treeneration Application Forms

## Project Officer's Scheme Checklist

The following checklist has been produced to assess a project's ability to qualify for Treeneration Phase 1 funding. Those projects that tick all or the majority of boxes will be most likely to be successful in securing funding.

Site / project name: .....County: .....

1. Urban  Urban fringe

(Points.....)

2. No conflicts of interest

Services  Planning  Biodiversity  Archaeology

(Points.....)

3. Landowner's permission granted

(Points.....)

4. Public Access

Full  Partial  Visual  Other

(Points.....)

Benefits

Environmental  social  Economic  Other .....

(Points.....)

# Appendix 4 – Treegeneration Application Forms

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5. Match funding available

Cash       In Kind       Other

(Points.....)

6. Local Community involvement

Consultation       Delivery       Maintenance

(Points.....)

7. Provisions for maintenance

Short-term (Years 1-5)       Long-term (Year 5+)

(Points.....)

Total = ..... points

Additional comments

.....

.....

.....

# Appendix 4 – Treegeneration Application Forms

## Business Orientated Scheme

Date: .....

Contact.....

Site / project name: .....County: .....

### 8. Geographical location

Urban  Urban fringe

(Points.....)

### 9. Strategic location of proposed scheme

Gateway  Prominent  Other

### 10. Area enhanced by proposed scheme

< 0.25ha  0.25 – 1ha  >1ha

### 11. Maintenance agreement

Written  Verbal

(Points.....)

### 12. Access

Full - employee  Visual - employee  Visual - public

(Points.....)

### Benefits

Environmental  Social  Economic  Other .....

(Points.....)

# Appendix 4 – Treegeneration Application Forms

## 13. Employee involvement

Consultation     Delivery     Maintenance

(Points.....)

## 14. Match funding secured

Cash     In Kind     Other

Details.....

(Points.....)

Total Score = ..... points

## Additional information relevant to application

.....

.....

.....

.....

# Appendix 4 – Treegeneration Application Forms

## Checklist

- Points scores

Below are the points 'scores' assigned to each of the available answers within the Treegeneration Project Checklist form. Some have been weighted to reflect their importance in terms of helping to meet the objectives of phase 1 of Treegeneration.

Geographic location		Access	
Urban	2	Full - employee	5
Urban fringe	1	Visual – employee	3
		Visual - public	3
Strategic location		6. Benefits	
Gateway	10	Env	1
Prominent	6	Social	1
Other	0	Economic	1
Area enhanced		Other	1
<0.25ha	0		
0.25 – 1ha	3	7. Employee involvement	
>1ha	6	2 points for each	
Maintenance agreement		8. Match Funding	
Written	3	Cash	2
Verbal	1	In Kind	1
		Other	1

# Appendix 4 – Treeneration Application Forms

## Community Orientated Schemes

### Checklist

The following checklist has been produced to assess a project's suitability for Treeneration Phase 1 funding. Those projects with the most points will be most likely to be successful in securing funding.

Site / project name: ..... County: .....

15. Urban       Urban fringe

(Points.....)

16. No conflicts of interest

Services       Planning       Biodiversity       Archaeology

(Points.....)

17. Landowner's permission granted

(Points.....)

18. Land manager / grounds maintenance acceptance of proposal

Written       Verbal

19. Public Access

Full       Partial       Visual       Other

(Points.....)

### Benefits

# Appendix 4 – Treegeneration Application Forms

Environmental  Social  Economic  Other .....

(Points.....)

20. Match funding available

Cash  In Kind  Other

(Points.....)

21. Local Community involvement

Consultation  Delivery  Maintenance

(Points.....)

22. Provisions for maintenance

Short-term (Years 1-5)  Long-term (Year 5+)

Details

.....

.....

.....

(Points.....)

Total Score = ..... points

# Appendix 4 – Treegeneration Application Forms

Additional comments

Checklist

- Points scores

Below are the points 'scores' assigned to each of the available answers within the Treegeneration Project Checklist form. Some have been weighted to reflect their importance in terms of sustainability.

Location		6. Benefits	
Urban	2	Env	1
Urban fringe	1	Social	1
		Economic	1
Service checks		Other	1
1 for each			
		Match Funding	
Landowner permission		Cash	2
1 point		In Kind	1
		Other	1
Land manager /grounds maintenance acceptance		Community involvement	
Written	3	2 points for each	
Verbal	1		
		Maintenance	
Access		Short-term	2
Full	2	Long-term	4
Partial	1		
Visual	1		
Other	1		

# Appendix 5 – Treegeneration Maintenance Agreement

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## Maintenance Agreement

On behalf of....., I agree to carry out the maintenance of the Treegeneration tree planting scheme at

.....

to at least the minimum specification and duration stipulated in the Treegeneration Maintenance Specification sheet.

Signed:

Print Name:

Organisation:

Date:

# Appendix 6 – Treeregeneration Partnership Agreement

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Partnership Agreement (Sample)

(Insert name of organisation or group)

Forestry Commission Partnership Agreement  
(Insert site/scheme name)

Introduction  
(Briefly describe the site and background to the scheme)

The Proposer

The partnership is being proposed and submitted by (Insert name of organisation or group) on ..... (insert date).

The Partners

This Partnership Agreement is made between Forestry Commission in Wales through its North Wales office, and (Insert name of organisation or group)

Other partners in the project include:

Project Description  
(Describe the context and aims of the scheme)

Project Objectives  
(List them)

The Project  
Outline & Costs

Total (exc VAT)  
VAT  
Total (inc VAT)

# Appendix 6 – Treegeneration Partnership Agreement

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## Inputs

Forestry Commission Funding:

£....– Financial Year (70% of total agreed amount, paid on completion of planting works)

£....– Financial Year (30% of total agreed amount, paid on completion of maintenance works)

Other Funding Secured:

Other Funding Applied For But Not Secured:

Contribution in Kind:

## Outputs

(List them)

## Outcomes & Benefits

(List them)

## Management

(Insert name of organisation or group) will:

Nominate a Project Manager and take responsibility for day to day and overall project management.

Manage the project at all times in the best interests of the project.

Subject to the above, manage the project in the best interests of the Partnership and component partner organisations.

Provide Forestry Commission with any information relating to the project as may be required to progress the objectives of the project.

When subcontracting any part of the project or placing orders in connection with the project, ensure that best value for money is obtained bearing in mind the project objectives.

Forestry Commission as a project partner undertakes to:

Contribute to the project in the spirit of partnership.

Recognise the authority of (Insert name of organisation or group) to manage the project.

# Appendix 6 – Treegeneration Partnership Agreement

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## Finances

Forestry Commission will pay (Insert name of organisation or group) the agreed funds in the Letter of Acceptance at the agreed times stated above.

(Insert name of organisation or group) will manage project funds in accordance with its own finance codes.

## Terms & Conditions of the Grant

1. The Commissioners representative shall be entitled to review the progress of the project from time to time and specifically soon after project completion when there will be a site visit to review how Forestry Commission funds have been spent.
2. The Commissioners may terminate the Agreement should the project be affected by any of the following: bankruptcy, insolvency, imprisonment, receivership, administration, compounding with creditors, absence for 3 months by illness or incapacity, winding up, amalgamation or take over. Provided that in the case of illness the Commissioners may instead of termination, suspend the project until further notice.
3. (Insert name of organisation or group) shall, in agreement with the Commissioners representative, acknowledge the Commissioners contribution (in this case the Treegeneration urban forestry initiative) in literature and press releases etc published about the project. In all cases, the Treegeneration shall be the lead organisation in all publicity related to the project. Any articles for release are to be agreed with the Commissioners' representative prior to their release.
4. The offer of grant is made on the understanding that, in the course of making application, (Insert name of organisation or group) will have disclosed to the Commissioners any financial contributions received or expected for the same purpose from any other body financed from public funds, for example, Sports Council, Countryside Council for Wales, Welsh Tourist Board, Welsh Development Agency, CADW and local authorities, or from the EEC. Insofar as any such contribution's offer, the Commissioners may vary or cancel their offer or take account of them.
5. (Insert name of organisation or group) shall be responsible for meeting any claims against them, or against the Commissioners arising out of the grant-aided facilities or services as a result of negligence or public liability.
- 6 (Insert name of organisation or group) shall not materially alter, or change the use of, or sell, or dispose of all or part of the grant-aided facilities, except with the prior written permission of the Commissioners for 5 years from the opening date. Following such consent and in the event

# Appendix 6 – Treegeneration Partnership Agreement

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of sale or change of use or disposal of all or part of the grant-aided facilities, the Commissioners shall be entitled to receive a proportion of the proceeds of sale, or current value of the asset if not sold, equivalent to the proportion which the financial assistance given by the Commissioners bears to the aggregate cost of the acquisition, creation, improvement or adaptation of the whole, or the part affected by the consent.

7. In the event of a breach of these conditions, the Commissioners may declare the offer to be void, or may vary the amount of grant to be paid, or, where the grant or a portion of it has been paid, may require the amount paid to be repaid in full or in part with interest at the rate then currently specified by the Treasury for debts owing to Government Departments.

8. Any dispute about the interpretation of these conditions shall be referred to the arbitration of a person to be agreed between the parties or, failing agreement within 28 days after either party has given to the other a written request to concur in the appointment of an arbitrator, a person to be nominated at the request of either party by the President of the Institute of Chartered Foresters.

9. The offer must be accepted by (Insert name of organisation or group) in writing within one month from the date on which it is made. If the acceptance is not received within that time the offer will lapse.

Signed on behalf of (Insert name of organisation or group):

Name:

Date:

Signed on behalf of Forestry Commission in Wales:

Name:

Date: