

## City of Trees

### Creating a greener, greater and more resilient City region

Supporting City of Trees is a great way of furthering your corporate social responsibility and environmental goals. This is an exciting time to be part of the City of Trees movement, to leave a lasting legacy on the local landscape and supporting a high-profile environmental issue. We believe in the power of being active and promoting sustainability to combat climate change. A partnership with City of Trees will:

- Create healthier, happier more resilient communities and give more people across Greater Manchester the chance to experience the transformative power of nature
- Attract, retain and motivate colleagues by demonstrating commitment to the environment, connection to a local cause and opportunities for staff to get involved in local projects
- Connect with customers who value the great outdoors and believe that protecting and preserving it can enhance our lives, and the lives of generations to come



## Our Aims

Trees and woods create healthier, happier communities, tackle climate change, reconnect our children to the natural world, and provide essential habitats for wildlife. As a leading environmental charity our projects are designed to deliver our key 3 aims:



Plant 3 million trees – one for every man, woman and child in Greater Manchester. We are part of the Northern Forest which aims to plant 50 million trees stretching from Hull to Liverpool.



Bring 2,000 hectares of unmanaged woodland back into use for the community



Connect people to the trees and woods around them

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With tree canopy cover in the UK as low as 13%, we need more woodland areas. As well as giving people access to high quality green space that can be used as a free recreational resource, woodland areas can help to reduce flood risk and support habitat development, boosting biodiversity. Our woodland creation projects also involve local individuals and organisations as volunteers, giving people the chance to learn new skills, get outside and get active in the natural environment.



## Projects

### Jackson Gardens

Jackson Gardens is an amenity grassland area in Denton, Greater Manchester, popular with dog-walkers. Working in partnership with military charity, Walking with the Wounded, 775 trees were planted in April 2021. The GM Tree and Woodland Strategy highlighted Jackson Gardens, Denton as a suitable location for tree planting to intercept PM 2.5 particulate matter (air pollution) due to its proximity to the M60 motorway. The site equates to 1.6 gross hectares and 0.31 net hectares. 775 trees were planted in total with species planted including Common Oak, Alder, Bird Cherry, Crab Apple, Silver Birch and Rowan.

### Crompton Moor

A pilot project aiming to show how effective natural methods can be for preventing flooding. Between 2020-21 City of Trees planted 2200 trees, thanks to Trees for Climate funding.

Crompton Moor is part of the South Pennines and covers an area of around 70 hectares, it is located in the north-east of Oldham close to the border with Rochdale. The Old Brook watercourse flows through the moor and feeds into the River Beal which passes through the towns of Crompton and Shaw. The peatland has been degraded over the centuries by mining, drainage works to allow grazing, pollution from neighbouring industry and wildfires. As a consequence, the moor was less able to store water, which is needed to help reduce the risk of flooding following heavy rainfall to settlements adjacent to the River Beal. City of Trees and partners haven been undertaking a programme of works on Crompton Moor which includes planting sphagnum moss, building five 'leaky dams' and planting over 4,000 trees on the slopes adjacent to the peat bogs



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*“Working with natural processes is an important part of managing and reducing flood risk in a sustainable way. This pilot project on Crompton Moor will not only slow the flow of flood water and create habitat for wildlife but will help demonstrate the potential of such schemes for climate mitigation”*

Kevin Wigley, Operations Manager at City of Trees.

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## Connecting people to nature

### Citizen Forester

One of our key aims is to connect the inhabitants of Greater Manchester with their local environment through volunteering, green skills sessions and guided walks. We work with schools, community groups, businesses, members of the public and other charitable organisations across the region to develop a woodland culture and train people up to become Citizen Foresters.

We believe that Citizen Forester is key to our mission of attracting new volunteers and equipping them with the confidence and skills to make a real difference to their local environment. The pandemic has brought home how important our green spaces are to people's health and wellbeing. As a result, we have seen a positive uptake of our volunteering opportunities in recent months as we emerge from the pandemic. Your support would allow us to expand our current Citizen Forester scheme which in turn will help connect an even greater number of people to nature across the region.

Citizen Forester has enabled us to build connections with other third sector organisations in Manchester such as Walking with the Wounded (WwtW), a veteran's charity. As well as planting 39,509 trees in the last year, beneficiaries of the existing scheme have spoken of the impact our work has had on their mental health and wellbeing ([please see the linked video for a good overview of the benefits this project has brought](#)), as well as giving them green skills to aid potential employment opportunities in the future. Following on from this, through the partnership we were able to offer FTC paid work to 17 individuals connected to WWTW. This has inspired us to look more closely at how we can play a leading role across Greater Manchester in creating pathways into good quality green jobs.



## How to get involved

### Donations

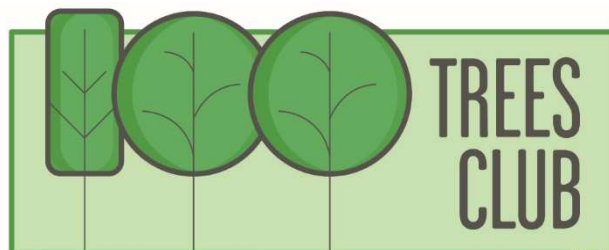
As a charity we rely heavily on donations from our supporters to enable us to continue the work we do. Whether it's a one-off donation, a donation linked to product sales, staff fundraising or donations from individuals, the funds will be used to help plant trees, maintain planting sites and restore woodlands all across Greater Manchester. We can work with you to organise a planting day as well so you and your staff can get involved in our work and see how we use your donations to help make Greater Manchester a greener city.

### 100 Trees Club

The 100 Trees club is our exclusive corporate member's scheme. As part of the 100 Trees Club, you will be demonstrating your commitment to sustainability in Greater Manchester and beyond. Your support will be connecting communities through tree planting and woodland management projects across the city region – engaging colleagues as well as customers.

The cost to join the scheme is £1000 plus VAT and 100 Trees Club members will receive the following exclusive benefits:

- 100 Trees Club logo for use on your website and social media
- Printed certificate to display
- Mention on our social media channels and partner e-newsletter on sign up
- Your logo on the 100 Trees Club section of our website
- An invitation to two Citizen Forester volunteer days just for 100 Trees Club members, for up to 10 employees
- Annual networking event to meet like-minded businesses and celebrate our success
- Recognition at City of Trees annual partner briefing event



## **Commercial Participator Agreements**

These agreements are unique to each business we work with and are a good way to promote involvement with City of Trees and associate your brand with our work. We can work with you to define a donation ‘trigger’ that will result in a donation for City of Trees being generated. This could include carrier bag sales, a tree for every member of staff, a tree for every product sold in a certain line, a tree for every store serviced etc. It costs £10 to plant a tree across Greater Manchester and we can work with you to promote the partnership and convert the donation into trees planted across Greater Manchester and in the Northern Forest.

## **Volunteering**

From litter picking to tree planting, wildflower creation and much more, we hold both one-off events and regular monthly sessions for individuals or groups of people across Greater Manchester who want to get out and get active in the great outdoors. Typical activities can range from tree planting to woodland management and canopy raising depending on the season.

We also work with businesses to organise employee volunteering days in the local area. Many businesses offer employees the option to take volunteering days throughout the year and we can work with you to promote these opportunities to employees and help organise sessions throughout the year for you to come along to. Our events page on our website has all the latest volunteering opportunities listed and details on the type of activity each session will involve.

<https://www.cityoftrees.org.uk/events>





## Green Away Days

Green Away Days are a great way to engage employees, promote team building and make a real difference to the environment in Greater Manchester. Green Away Days are exclusive to your business and we can work with you to select a date and location that works for you. The cost of a Green Away day is £50 per person and



*“The team had such a great time. It was really nice for everyone to be reunited (it was the first time a few of us had seen each other in 18 months) and do something productive for the local community”*

*Corporate CSR day, 2021*

includes a goody bag as well as lunch. The tree planting season runs from October to March and we have sites all across Greater Manchester available. Outside of this period we do activities such as woodland clearance, mulch matting, grass cutting, litter picking and canopy raising. We supply all the equipment and materials on the day and give training on how to use the equipment safely.

## Delivering projects

There are often opportunities to support the development of a specific project, this can range from tree planting and woodland management to strategic work. We know that every organisation is unique and has its own priorities, visions and values, so we will work with you to ensure your support aligns with these as far as possible. By funding a project, you will not only be making a difference to the goals of the City of Trees movement, you will be able to communicate the impact you are making to a particular community to your colleagues and customers. Project initiation costs vary but usually start from £10,000. We can provide details of upcoming projects for you to be involved in that focus on your local area and help tackle issues such as flooding and climate change whilst promoting biodiversity.

### **Alex Bedford – Fundraising and Corporate Client Manager**



Alex joined City of Trees in June 2021 having previously worked at the Alzheimer’s Society as a corporate account manager. As fundraising manager at City of Trees, Alex works with businesses across Greater Manchester to support their sustainability agenda and forge partnerships to help fund and deliver City of Trees projects across Greater Manchester.

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