

The Big Tree Plant

Campaign Overview



The Big Tree Plant is a new national tree planting campaign being delivered by civil society partners and conservation organisations working with the Department for Environment, Food and Rural Affairs (Defra) and the Forestry Commission.

The campaign will be launched on the 2nd December, during National Tree Week 2010 (the website at www.direct.gov.uk/thebigtreeplant will go live on this day).

What are the aims of The Big Tree Plant?

The overall aim of The Big Tree Plant is to increase the number of trees being planted in England's towns, cities and neighbourhoods whilst supporting the building of the Big Society by encouraging citizens to take responsibility for establishing, protecting and enhancing green spaces in their local area.

The Big Tree Plant aims to improve the quality of life of those living in England's towns, cities and residential areas by making neighbourhoods more attractive, healthy places to live. Trees can make streets and public places come to life, by attracting wildlife, changing colours throughout the seasons and creating shade and shelter. They shield houses from traffic noise, can help save energy, reduce the risk of flooding and also help fight the effects of air pollution and climate change.

Who can take part?

Anyone can get involved by planting and caring for trees. The Big Tree Plant will focus on encouraging community groups and organisations to establish (or expand) projects to plant and care for trees. The Big Tree Plant will also encourage individuals to get involved, for example through volunteering at local tree planting events if they exist, or if not to set up new events.

The support of local organisations and groups will be vital to engaging communities in The Big Tree Plant and ultimately increase the number of trees planted in each area. Please help the campaign by planting more trees in your local area and getting others in your community involved.

Is there funding available?

Yes – we will provide funding for a number of projects to encourage communities to start their own groups throughout England and plant additional trees. Please see our separate briefing on The Big Tree Plant funding scheme. The website will also provide more information, including how to apply.

How many trees will be planted through The Big Tree Plant?

The overall target is to plant one million trees by April 2015, which we aim to achieve through the projects which receive the grant funding. Through the strength of the partnership behind this campaign we aim to inspire people to plant more trees to exceed the one million target.

Why launch The Big Tree Plant now?

The government is committed to increasing the number of trees and The Big Tree Plant is part of the government's wider strategy on trees, woods and forests. In recent years the rate of trees being planted annually in urban and semi-urban areas across the country has declined, and could decrease further, unless action is taken to reverse this trend. The Big Tree Plant will help by raising the national profile of urban trees and the benefits they offer; encouraging people to get involved in local tree planting schemes; and bringing together and supporting the wide range of people and organisations already involved in urban tree planting, to create a stronger national voice for this vital work.

The Big Tree Plant will focus on increasing the number of trees that are being planted in urban and residential areas as this is where they can bring the most benefit to people.

How long will The Big Tree Plant last?

The Big Tree Plant will run until the end of the current Parliament (in 2015) and will have different phases of activity – we will focus on encouraging people to plant trees during winter which is when most tree planting takes place, and to ensure that they care for the trees properly during spring and summer, to ensure that the young tree plants grow to maturity.

We are already planting trees. How do we link these to The Big Tree Plant?

Please tell us about the trees you have planted using a simple form which will be available on the website www.direct.gov.uk/thebigtreeplant

How can my organisation support the campaign?

If you have a tree project or event that other people can join, please register this on the [Tree Council](http://www.treecouncil.org.uk) website.

You can also use The Big Tree Plant logo with events and activities that promote the benefits of tree planting and care. If you are interested in using the logo please email thebigtreeplant@defra.gsi.gov.uk Please include full details about where you would like to use the logo, and if you require it in a specific format.

If your group could make a major contribution to the success of The Big Tree Plant nationally, please also email thebigtreeplant@defra.gsi.gov.uk

How do I find out more?

Please contact your local network co-ordinator.

You can also find more information about the campaign at The Big Tree Plant website www.direct.gov.uk/thebigtreeplant

The Big Tree Plant

Funding Scheme Overview



The Big Tree Plant will include a funding scheme to encourage and support community groups to plant trees in neighbourhoods where people live and work. The Big Tree Plant funding scheme is provided by the Forestry Commission as part of its contribution to the Defra led partnership.

The funding scheme application form will be available on the campaign website www.direct.gov.uk/thebigtreeplant from the 2nd December 2010.

This document is intended to provide an overview of the funding scheme to help campaign partners in discussions with local contacts to raise awareness of the funding scheme. The application form includes detailed guidance on the aims and assessment criteria of the funding scheme which all applicants should read in full prior to completing any application.

Who is the funding scheme available to?

The Big Tree Plant aims to increase the number of trees being planted in towns, cities and residential areas across the country, by supporting community groups and organisations to establish or expand projects to plant and care for trees.

In support of this, The Big Tree Plant funding scheme is available to any group of individuals who come together to undertake action to improve their environment through tree planting. Applicants need to be part of a community-led, not for profit organisation. It would be preferable if the group was organised through a written constitution to ensure long term care of the trees. The Big Tree Plant funding scheme is not intended for individuals or local authorities (unless they are members of a community partnership).

What are the criteria for applications?

The Big Tree Plant funding scheme is intended to fund work such as community involvement, site surveys and expert advice as well as trees, planting materials, labour and tree care and maintenance.

Applications to the funding scheme will be assessed against specific criteria which are listed in the application form. Projects may be eligible for funding if they will do all of these:

- Plant trees in neighbourhoods in England where people live and work.
- Involve the local community and provide benefits to people in the neighbourhood.
- Plant individual street trees, small groups of trees in green spaces, or other neighbourhood tree planting.
- Have in place a method for ensuring the trees are cared for in the future.
- Get the support and permission of the landowner where trees are to be planted.
- Be run by a group or organisation that represents the interests of the local community and is non-governmental and non-profit distributing.
- Start and finish the work we are funding sometime between 1 May 2011 and 31 March 2015.

What are the minimum / maximum amounts of funding?

The minimum level of application is £500. The maximum amount of funding for any one project will normally be £25,000.

What locations can we plant in?

The funding scheme will be open to all planting in urban and other residential areas, but applications will be particularly encouraged for projects in deprived areas with little greenery that would benefit most.

Campaign funded planting could be on streets or in publicly accessible green spaces. Projects may be considered on privately owned land or land that is not publicly accessible such as school grounds as long as they provide benefits to local people and involve the local community in the project.

If a project location is specified with an application, written permission from the landowner must also be provided. Projects will be considered where the exact location is not yet known. In such cases, it will be a condition of the grant that permission and support from the landowner is demonstrated once the location has been identified and before any work begins.

Who will review the applications for funding?

Applications for funding will be assessed by a panel of representatives from civil society organisations, national tree bodies, Defra and the Forestry Commission. The panel will have an independent chair.

Is matching funding required?

Matched funding is not absolutely necessary, but the panel assessing the applications will favour those schemes where it is incorporated. Matched funding of at least 25% will normally be looked for. Volunteer time will be accepted as part of the matched funding.

Do applicants need to guarantee long term tree survival?

For the purposes of this funding applicants will be asked to demonstrate that they have a long term plan of community partnership and involvement which will ensure continued maintenance of the trees planted. The campaign website will provide information about how to care for trees.

Where is The Big Tree Plant funding scheme application form available from?

This will be available on the campaign website www.direct.gov.uk/thebigtreeplant from Thursday 2nd December.

Contact for more information about The Big Tree Plant funding scheme:

The contact details will be available on the campaign website.