

Wider application

A wide variety of partner organisations have been able to find ways of helping to deliver *Trees of Time and Place* and, as a result, the campaign has benefited from a rich variety of complementary resources. Clearly, there is considerable mutual benefit in focusing the efforts of a multi-sectoral partnership around a simple common objective. Competitiveness is replaced by co-operation, and by valuing the diverse strengths of the various partners they are able to contribute as equals.

Further information

National Urban Forestry Unit

This leaflet is one of a series produced by the National Urban Forestry Unit. NUFU provides a national focus for the exchange of information and good practice in urban forestry.

If you would like further information on other case studies or their application, or if you have examples of good practice to share with others, please contact:

National Urban Forestry Unit	Tel :	01902 828600
The Science Park	Fax :	01902 828700
Stafford Road	E-mail :	info@nufu.org.uk
Wolverhampton WV10 9RT	Web site :	www.nufu.org.uk
United Kingdom		

Trees of Time and Place

For up-to-date information about the *Trees of Time and Place* campaign and its partners please call the hotline on 0345 078 139 or visit the website at www.totap.org.uk

Further reading

Barker G (1997)

Propagation Handbook

Frith M (1998)

Growing With Trees handbook

Pakenham T (1996)

Meetings With Remarkable Trees Widenfeld & Nicolson, London

Trees of Time and Place (1999)

Forests for our Future handbook, British Trust for Conservation Volunteers, Wallingford

Trees of Time and Place (1999)

Growing With Trees Poetry Anthology Richmond Publishing Co. Ltd, Slough, ISBN 085546142X

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Urban Forestry in Practice

Linking trees, people and environmental action on a local and national scale



CASE STUDY 16

Linking trees, people and environmental action

Introduction

In the highly urbanised UK, there is a need to reconnect people with nature and to strengthen their local sense of place. Personal environmental action at neighbourhood level can be empowering. A simple common theme can be a useful tool for focusing the wide network of resources, helping to facilitate sustainable public participation, and engaging individuals and groups who may be new to environmental action.

Specific example

Project name and location

TREES OF TIME AND PLACE - a UK-wide initiative



Project partners

In 1996, Esso UK brought together a number of environmental organisations to consider a range of projects under the common theme of trees. A diverse partnership of over 100 national organisations from the public, voluntary and corporate sectors has since developed. Some partners have contributed technical expertise in such topics as land reclamation, environmental education and plant propagation. Others have provided financial sponsorship or land for planting and for communal nurseries. All partners have helped to communicate the campaign's objectives to national opinion leaders as well as to individuals and community organisations at local level.

Project objectives

- To help people in all walks of life to grow a tree from seed at least once in their lifetime, and to mark the Millennium in a personal, meaningful and environmentally useful way
- To increase public awareness of the diverse benefits which trees provide
- To influence public policy, particularly with regard to trees, woodland and public participation
- To use trees to celebrate local distinctiveness and natural beauty
- To empower individuals and communities through practical environmental action
- To engage people of all ages in the initiative, with particular encouragement for school children
- To encourage shared long-term care of the local environment
- To combine the resources of a diverse cross-sectoral network of organisations
- To add to the next generation of trees and woodland and to increase the UK's overall tree cover

Description

This is a national campaign to encourage as many people as possible to grow trees from personally gathered local seeds, and to plant them for the future. All the national organisations in the campaign have been encouraged to maximise support, by customising *Trees of Time and Place* to benefit their own agendas.

Implementation

Trees of Time and Place has been core-funded throughout by Esso UK plc. It is directed by a small hub of professionals, steered by a committee of the leaders of 20 key partner organisations, and advised at policy and technical level by a broad alliance of specialists from across the partnership.

Unorthodox and imaginative channels of communication have been used to publicise the campaign, and to encourage public participation. These have included a story-line in a national soap opera, several interactive websites, features in corporate customer magazines and national newspapers, a national poetry competition, professional sculpture, the use of Ordnance Survey's geographical information system to pinpoint local action, and printing on biodegradable drinks cartons, to promote their re-use for seed sowing.

Several of the partner organisations have appointed dedicated *Trees of Time and Place* officers, each charged with customising and building the campaign. As a result, a number of particularly strong themes have developed, including:

Esso Walk in the Woods and seed gathering celebrations

local events, organised by partners throughout the UK, to bring new audiences into direct contact with trees and tree growing

Growing with Trees and The Children's Forest

educational programmes that link *Trees of Time and Place* to the school curriculum

Constituency Oaks

an initiative that personally engages UK Members of Parliament at local level

Millennium landmark copses

permanent sites, provided by local councils, utility companies, conservation charities, etc. for personal tree planting

Technical conferences

national conferences, seminars and workshops on topics relevant to the campaign

Time capsules

wood sculptures, containing the names of all those pledged to grow *Trees of Time and Place*

Results

Working towards a common goal has helped to build a productive partnership and to maximise the use of a very diverse range of resources

- Over 100 national organisations, from all sectors, have worked productively together
- Over 2 500 schools have linked personal tree growing to the curriculum
- Over 400 UK Members of Parliament have grown a personal oak tree from seed
- Over 500 millennium landmark copses have been established on the map
- Thousands have pledged to grow a personal *Tree of Time and Place*
- Personal links have been forged between senior opinion formers in national organisations across all sectors
- New skills have been developed in several national organisations through delivery of the campaign and development of sustainable greening expertise
- Technical best practice has been shared across a diverse partnership, in a variety of different ways
- The campaign has had a beneficial influence on public policies as varied as *Local Agenda 21*, Biodiversity Action Plans, healthy living and social inclusion

Children collecting seeds in their local woodland

