

Wider application

The success of fundraising for Westfield Wood demonstrates the attractiveness of local, well-supported woodland creation projects to potential funders. There are sources of financial support ranging from statutory agencies such as the Forestry Commission, the Lottery, landfill tax (through an *environmental body*), charitable trusts, business, local authorities, and individuals.

Further information

National Urban Forestry Unit

This leaflet is one of a series produced by the National Urban Forestry Unit. NUFU is a charitable trust. It 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:

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Further reading

BTCV (1998)

Grants and Awards Factsheet British Trust for Conservation Volunteers, Wallingford, Oxon

Charities Aid Foundation (2000)

The Directory of Grant Making Trusts Charities Aid Foundation, Tonbridge, Kent

Hodge SJ (1995)

Creating and Managing Woodlands around Towns Forestry Commission Handbook II, The Stationery Office, London

National Urban Forestry Unit (1999)

Trees and Woods in Towns and Cities - How to develop local strategies for urban forestry
National Urban Forestry Unit, Wolverhampton

The Royal Forestry Society (2001)

Grants for Tr££s The Royal Forestry Society, Tring

Photographs: National Urban Forestry Unit, The Woodland Trust

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IN ASSOCIATION WITH



Urban Forestry in Practice

Finding resources for a new woodland



CASE STUDY 29

Finding resources for a new woodland

Well presented promotional material impresses funding agencies and local supporters alike

Introduction

Finance for new woodland can be readily obtained if the woodland is designed and specified well. The Woodland Trust is one organisation that has been particularly successful in putting together financial packages from a variety of sources.

Specific example

Project name and location

WESTFIELD WOOD, between Wigginton and Haxby near **YORK**, UK
Grid reference SE 602 571

Project partners

- Council For the Protection of Rural England
- Forestry Commission
- Haxby Town Council
- Local people, businesses and community trusts
- Millennium Commission
- Sainsbury Family Charitable Trusts
- Wigginton Parish Council
- Woodland Trust
- York City Council

Project objectives

- To create a new woodland for local people
- To raise funds to support the purchase of the land, plant the woodland and maintain it during its establishment years
- To involve local people in all stages of planning and implementing the work

Project description

To mark and celebrate the year 2000 the Woodland Trust was awarded a grant of £6.5m by the Millennium Commission to create 200 new broadleaf woodlands under a programme called *Woods on Your Doorstep*. This lottery money had to be matched by other agencies and by local people.

Westfield Wood has been planted on 6 hectares of formerly arable farmland on the northern side of the York ring road, next to the communities of Wigginton and Haxby. It is roughly rectangular with housing next to the eastern boundary and open fields on the other three sides. There is an existing public right of way running down one edge.



A leaflet from Westfield Wood, showing a routemap which makes public access easier

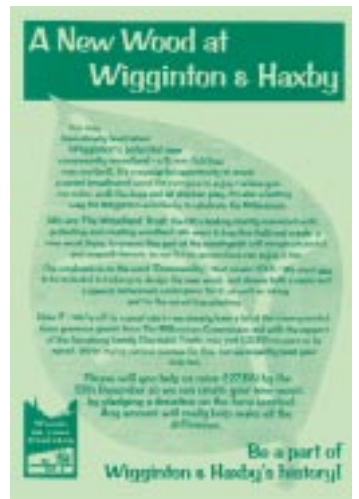
Practical help can often be counted as a gift-in-kind for matching funding



Fundraising strategy

The land was for sale on the open market and after it had been surveyed and judged suitable by the Woodland Trust, the Parish Council gave its enthusiastic approval for its purchase. At a public meeting in the local primary school, people were encouraged to join with the Woodland Trust in launching a fundraising appeal.

50% of the project cost was guaranteed by the Millennium Commission and local people were asked to pledge what they could afford. This pledge system successfully generated matching funds. It also raised awareness of the project and gave people the chance to become directly involved. Once the target had been reached, they were asked to honour their pledge. (The Trust has a 99% success rate with redemption of these kinds of pledges. In fact people even occasionally give more than the amount originally pledged when they are told that the project is definitely going ahead.)



At the launch of the appeal, local people were also asked to suggest which local businesses should be approached. This technique usually proves particularly worthwhile, as people at the meeting may often have personal links to companies. The Woodland Trust's Regional Development Officer for *Woods on Your Doorstep* researched local businesses and liaised with the Trust's corporate fundraising unit to tailor a customised approach to each company. The same approach of careful research and targeting was applied to funding bids to charitable trusts and grant aiding bodies, with over twenty applications made for this project.

At the end of the four-month appeal over £8 000 had been raised directly from local people through their pledges, with a further £20 000 coming from other local sources.

Project design

After purchasing the land, a design consultation and site meeting was held to seek the views of local people. This was very well attended since so many people now had a financial stake in the project. The Trust produced questionnaires for this meeting to encourage feedback on woodland design issues such as path layout, views to be screened or enhanced, and preferred tree species. The responses influenced the final design. This involved covering 80% of the site with a mixture of native trees and shrubs incorporating new paths and glades and restoring an existing pond.

Project budget

Total budget costs	£	Project income	£
Land acquisition	45 000	Millennium Commission	43 941
Legal fees, negotiation and project development costs	11 235	Forestry Commission (Woodland Grant Scheme)	17 611
Woodland creation	32 766	York City Council - Environment and Development Services Department	9 000
Ongoing site management for 3 years	7 689	Charitable trusts and companies	17 620
		Local pledges	8 518
TOTAL PROJECT COST	£96 690	TOTAL PROJECT INCOME	£96 690

Note: Whilst the total project cost for Westfield Wood included a major element for land purchase, this is not always necessary.