

Treegeneration:

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



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Executive Summary

Introduction

The aim of this review, commissioned by Forestry Commission Wales (FCW), has been twofold: Firstly, to examine the role of Treeneration in delivering within the *Woodlands for Wales* (FCW 2001) strategy and to place it within the Welsh Assembly Government (WAG) policy context and; secondly, to review the institutional processes of project funding, delivery and implementation and to compare these with other FCW programmes, particularly Cydcoed¹.

Methods

The methods used for this research are mixed, and included: desk and literature searches to provide a context for Treeneration in the Welsh urban greening agenda and assess the potential contribution of Treeneration to the WAG policy agenda; semi structured interviews and discussions over a four month period with FCW officers, partners organisations and grant recipients; and a review of Treeneration documentation, processes and mechanisms to provide a summation to projects, aims, objectives and outcomes.

The Treeneration Project

Treeneration was a pilot project covering the counties of Wrexham and Flintshire in North East Wales, and running between 2004 and 2008. It had an overarching aim of determining the scope for a national urban forestry initiative for Wales. Treeneration provided grant aid for urban tree planting of up to 75% to a wide variety of applicants, including Local Authorities, schools and community groups.

Uniquely for FCW, Treeneration was funded through a partnership agreement with the Countryside Council of Wales (CCW), the two County Councils and FCW itself. The Treeneration officer, whilst employed by FCW, was embedded within the County Councils.

Moreover, in order to function effectively partnership had to be formed with other organisations in order to deliver projects. These included BTCV, the Groundwork Trust, schools, community groups and businesses. Match funding for projects was supplied by these partners. This literal buy in was felt to strengthen the commitment from partners to the aims of Treeneration and to the project in hand.

Treeneration was both a grant giving body and a provider of expert advice and practical assistance on other urban planting schemes. It was important that the project remain as flexible as possible and it covered a wide remit of scheme types, eligible land and those eligible for grant support.

The different organisational structures with the Local Authorities influenced the way in which Treeneration was delivered: long term sustainability was ensured in Wrexham where sites were included in the annual planting programme for the County whereas in Flintshire, where little budget exists for urban planting Treeneration became the only means of achieving urban greening.

¹ Cydcoed was a £16million community development grant programme implemented by FCW between 2001 and 2008 in the Objective One region of Wales

Outputs and outcomes

By the end of the delivery phase of Treeneration in 2008, 20 projects had been given financial assistance totalling over £113 000 (71% of total project spend) and 6 projects had been given non-monetary assistance. Outputs were:

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

Assessing the outcomes of the project has proved more problematic. No baseline data was gathered, indicators developed or monitoring undertaken (over and above that listed above). Whilst we can presume that, given the nature of the schemes, the outcomes have been beneficial to both people and the environment we cannot quantify or qualify these. Expected outcomes include education and learning opportunities, community cohesion and social well being, physical regeneration and improved access to greenspace.

Key findings

One of the key successes of the Treeneration model was that it formed partnerships between organisations directly, enhancing integrated working, creating networks and increasing understanding. Evidence collated for this review shows that these partnerships were valued but short lived. This can be ascribed to the time constraints of the Treeneration officer and to the organisational structures of other delivery partners such as BTCV and GWF.

Particular resistance to the project was experienced from the business community, citing a fear that tree cover would exacerbate existing crime and anti social behaviour issues. Overcoming such attitudes often takes a shift in the political agenda and operational framework of delivery organisations. It points towards a significant need for increased information and advice on the benefits of trees and woodlands in the urban environment.

The flexibility and width of Treeneration was cited as both a strength and a weakness. It allowed for engagement with a diverse range of stakeholders, but also resulted in a lack of focus and direction with an unrealistic expectation of delivery upon the single project officer.

This review has found that the diverse range of support, both monetary and non, offered to applicants was felt to be appropriate and valuable. Importantly it was felt that this level of support is not available elsewhere and that a single point of contact for expertise on urban greening matters, whether silvicultural or other, is extremely important.

Although small in scale, Treeneration has been able to deliver across a diverse range of schemes, partners and environments. This is attributable to the commitment of those involved in the project and is despite the lack of a coherent project plan, targets and objectives.

The development of indicators and a monitoring plan would have allowed for the collation of a strong evidence base in order to allow a full evaluation of the benefits of Treeneration to the residents of Flintshire and Wrexham.

Key recommendations

- The types of support offered by Treeneration were valued and unavailable elsewhere. There is an evident need for both monetary and advisory support to be available to a wide range of organisations, individuals and groups. We would recommend that FCW consider the opportunities presented by this need and develop an advisory service for the public and private sector that would complement future grant support programmes.
- Partnership approaches to delivery have proved successful for Treeneration. We recommend that this approach is strengthened by FCW.
- Further to this, we would recommend that the more vertical partnership approaches used by Treeneration be amalgamated with the more horizontal approach used by Cydcoed to improve inter-organisational working alongside increased opportunities for communities to participate in local governance issues.
- Treeneration was limited to two counties in North East Wales. It is apparent that this type of support would be valued across Wales. We recommend that consideration be given to a pan-Wales programme with focus placed on highly deprived urban and rural areas.
- The lack of a project plan, baseline data, indicators and monitoring programme has made it problematic to assess the true impact of the project. We would recommend that all future projects have these in place prior to commencing.

1. Introduction

In Spring 2008 Forestry Commission Wales (FCW) approached Forest Research (FR) with a brief to provide a review of the urban forestry pilot project Treeneration based in North East Wales. The objective of the review is to provide a summary of the project in relation to other FCW programmes and to place it within the Welsh Assembly Government policy context.

In particular, FCW are keen to compare and contrast the structures, processes and funding mechanisms of Treeneration and Cydcoed. Cydcoed was a £16million community development grant programme implemented by FCW between 2001 and 2008 in the Objective One region of Wales. By comparison Treeneration has been implemented in two counties in North-East Wales, Wrexham and Flintshire, between 2003 and 2008 with a total grant spend of just over £113, 000.

1a. Objectives of review

The research brief calls for a textual analysis of FCW strategy in order to determine the fit of Treeneration within the wider aims of the organisation. This includes a review of relevant WAG policy in order to establish the fit of Treeneration within the strategic aims of the Assembly as a whole, establishing areas where Treeneration is contributing towards strategic Assembly objectives.

Particular reference is made to areas of good and/or poor policy fit within FCW and comparisons are made, where possible, with the Cydcoed programme. Areas of overlap and significant difference are highlighted between the two programmes.

Treeneration is reviewed in terms of its internal structures, processes and funding mechanisms in addition to an examination of its delivery, partnership working, outputs and outcomes.

The review provides a short summary of the available literature on the benefits of urban greening, allowing the Treeneration project to be understood in the wider context of community regeneration and development.

The review also has a wider interest within the context of the rapid development of urban forestry in Great Britain. Forestry is devolved in GB therefore Wales, England and Scotland have different woodland strategies, but between them they have produced a range of models for urban forestry projects and programmes. A review of academic literature currently being conducted by Forest Research highlights the need to:

- a) analyse these programmes within their specific contexts
- b) pay particular attention to stakeholder engagement, public benefit and social inclusion
- c) distinguish between place and community in assessing the benefits
- d) support learning processes between programmes
- e) develop appropriate M&E approaches based on baseline data and indicators that reflect the context and social diversity
- f) respond adaptively to such evaluation.

This review is a contribution to that need. A summary of the wider academic literature review is included at appendix 4.

1b. Methods

The methods required for this review are mixed and include both quantitative and qualitative data collection in a three stage process.

Stage 1:

Data and literature searches provide a short literature review to contextualise Treeneration within the urban greening agenda. This includes a review of WAG policy in order to establish the fit of Treeneration within the wider context of Assembly strategy and allows for comparisons between Cydcoed and Treeneration. Additionally a wider literature review provides a context for urban greening and makes explicit linkages to governance frameworks.

Stage 2:

A study of Treeneration activity is undertaken to compile a summary of the 26 schemes within the project, using data compiled during the Treeneration project.

Stage 3:

Semi structured interviews add qualitative depth to the quantitative research of Stage 2, based on a series of interviews with the Treeneration Officer and partner organisations. In addition discussions have been held with organisations involved in managing projects, such as BTCV and Groundwork and with other FCW staff involved in Treeneration. This stage of the research also provides a discussion of the different types of projects and their outcomes.

2. *Treeneration, Cydcoed and other urban woodland projects*

Treeneration

Treeneration, although considered a pilot project, was implemented through a two phase process. Phase one involved the engagement of stakeholders and the formation of a Steering Group consisting of the main funding partners, plus a key delivery partner, GWF. Within Phase One the overall aims and objectives of the project were devised and agreed, ensuring that the project would have a wide ranging remit embracing the urban agenda within each partner organisation.

The proposal for the project underwent several alterations before a final agreement was reached. The initial proposal called for a team of delivery officers, in a similar way to the Cydcoed model, with a far more focussed and targeted approach to implementation. A scaled down version of the original proposal was agreed in 2003.

Phase two of the project was concerned with delivery. A project officer was employed in 2004 with a remit to promote urban forestry and initiate and manage urban tree planting schemes across Wrexham and Flintshire. In addition the Officer acted as the single point of contact for the project, undertook all administration, communication and media work and gave expert advice and assistance to individuals and groups as necessary.

Cydcoed

Cydcoed was a seven year (2001-2008) FCW community development grant programme. It was set up to provide 100% grants for community groups to plant new woods or improve woods nearby. Grant money should be used for activities such as improving the condition of woods; opening up woods with new paths, signs and benches; artwork in and about woods; buying land; tree planting; and developing forest facilities that provide local benefits such as forest schools, woodland based businesses, or recreation facilities. However, the underpinning ethos of the Cydcoed programme was to help create and / or maintain high capacity community groups able to influence decisions about their locality; woods that provide long-term local social, economic, and environmental benefits; and individuals able to play a positive role in their local community.

Phase one (2001-2004) of Cydcoed grant aided 43 projects, whilst Phase 2 grant aided 120.

Other urban woodland projects

Literature searches undertaken for this review have shown that there are a wide range of urban based projects, similar in remit to Treeneration. All of these have different funding mechanisms, institutional arrangements and partnership approaches. From our searches we can say that Treeneration has been unique in its approach to funding direct partnerships with urban stakeholders, including the public, private and third sectors.

Whilst it proved problematic, without contacting each of the projects individually, to establish exact mechanisms for funding, it seems apparent that there is no one answer to how projects should cascade funding to partners and/or other groups or organisations. Our searches revealed that projects, such as the Scottish Woods in and Around towns (WIAT), the Edinburgh Urban Forest Project and the Black Country and Red Rose Forests in England, were tasked with creating partnerships

and with working closely with communities. The major difference between these and Treeregeneration being the way in which these partnerships received direct funding and support through the Treeregeneration officer.

This review therefore contributes to a wider understanding of urban, and peri urban, woodland projects: the mechanisms and processes involved; the funding and partnership opportunities and the potential for future such initiatives to learn from existing projects.

3. Why an urban forestry project for Wales?

Urban green space has been defined as *any vegetated land or structure, water or geological feature within, or on the fringes of, urban areas* (Lucas et al 2004). Urban areas can comprise a large range of green spaces such as public parks and gardens, playing fields, derelict land, green space on institution and private land, but also woodlands, wetlands, farmland on the fringe and coastal areas. Treeregeneration has concentrated on the benefits of trees and woodlands in urban spaces.

Public perception of urban green spaces

O'Brien (2006) suggests that urban woodlands and green spaces provide a range of benefits to people and communities in densely populated areas yet the perception, in both the public and planners minds, still exists to a certain extent that green cover encourages crime, vandalism and anti-social behaviour (Kuo and Sullivan 2001). Anecdotal evidence from the Treeregeneration project indicates that some businesses in the area did not participate specifically because of a fear of increased crime and anti social behaviour. This indicates a need for an increase in awareness raising and communication concerning the benefits of trees and woodlands in an urban context.

In research carried out in American urban housing areas it was found that the greener a building's surroundings the fewer crimes were reported (*ibid*). Further research in California indicated that in surveys of landscaped and non landscaped community spaces the incidence of vandalism and graffiti in sites without planting was 90% as compared with 10% in green landscaped areas, with residents reporting that incidents of disruption, illegal activity and 'stranger danger' were significantly lower in green outdoor spaces than in non-green areas (Stamen, 1993 cited in Kuo and Sullivan 2001 p349). Closer to home, anecdotal evidence from many of the Forestry Commission Wales (FCW) Cydcoed projects indicates a marked decrease in anti social and criminal activity in project woodlands. Whilst there is evidence to indicate that trees, woods and urban greenspace deter rather than increases or encourages criminal and anti social activity there is little evidence to indicate whether this is simply displaced or actually decreased.

The case for urban greening

Many studies emphasise the importance of trees and woodlands in urban areas and the benefits they can provide for communities in terms of recreational opportunities, health and well being benefits, education and learning opportunities and enhanced community cohesion. A report by CABI Space (*Is the grass greener, no date*) documents the background to the decline in green space quality, in particular in urban areas, defining the key issues as:

- The quality of urban green spaces is often low priority for Local Governments, an issue compounded by a lack of local political support and decreasing levels of funding;
- The general lack of community engagement in urban green space provision and management has resulted in low demand and aspirations;

- The management of green space is often split over several departments of the managing authority resulting in a poorly integrated approach;
- As the quality of public green space has declined so has the public perception of green space with real and perceived problems of crime and vandalism colouring peoples opinions.

The case for urban greening is, it would seem, gaining political momentum in recent years although core funding from the managing authorities of urban public spaces remains scarce in most instances. The Park Life Report undertaken by Green Space in 2007 revealed that public opinion of urban green space was positive, yet that 85% of respondents had never been engaged in the management of green public spaces. The Report stated that:

- 98% of respondents felt that trees and green spaces improved the appearance of towns;
- 97% believed that parks and gardens help create a nicer place to live;
- 82% believed that high quality parks and spaces encourage people and businesses to locate in a town and
- 83% believed that parks and green spaces are a focal point for community interaction.

Accessing urban greenspace

This interaction helps create attachment to local place, providing opportunities for social contact and inclusion and facilitating the development and strengthening of community ties. In particular public spaces are a resource for young people in which to socialise with others. In a world where there are increasing concerns about children losing their connection to the environment, access to public green space is particularly important. Yet traffic and badly located green space in urban areas means that they are often too far or too difficult for children to reach safely and independently (Lucas et al 2004). Moreover, English Nature assert that the distance young people are likely to travel to access green space is currently over-estimated. The implications of this study are far reaching as evidence suggests that those who access and use public green space when young are more likely to continue to do so as adults.

Issues surrounding the access to green space are not limited to young people. In comparison to other age groups and in proportion to their presence in residential areas surrounding urban green space, older people are found to be underrepresented as a user group. In a similar way, women, ethnic minorities, the disabled and teenagers were also found to be underrepresented. Rishbeth (2002) found that the quality of green space is of paramount importance to users rather than just how near or far it may be. Particular deterrents for underrepresented groups were found to be vandalism, graffiti, dog mess, perceived safety and racial issues.

The benefits of urban greenspace

A report published by CABI Space in 2004 highlighted the social and environmental benefits of urban green space as:

- Children develop balance and co-ordination faster when they have woodland rather than just playgrounds to play in;
- Community gardens and city farms increase social inclusion;
- A six fold increase in public spaces in Copenhagen led to large increases in bicycle travel and in the use of these spaces;

- A Merseyside study showed how the presence of trees and green spaces can make spaces pleasantly cooler in summer and reduce surface water run off and
- Attractive green transport corridors reduce stress and encourage alternative means of transport.

A review of literature undertaken by Warwick District Council (2003) explored the economic benefits of urban planting and green space: studies undertaken, mainly in America, reported consumers giving consistently higher ratings for a number of categories related to their perceptions of business districts with tree planting. They reported:

- A willingness to pay more for parking in landscaped areas;
- A willingness to pay on average around 11% more for goods in a landscaped business district than a non landscaped district, with this figure being up to 50% for convenience goods;
- Consumers and businesses have been found to favour districts with high tree cover and the increase in retail prices that can be commanded in well managed green areas can reasonably be assumed to be a positive benefit in attracting inward investment.

Whilst many US studies have linked trees and green space to higher property values, it is difficult to make comparisons within the UK. However, the DETR housing condition surveys for England carried out in 1998 and 2001 both indicated that public green space in deprived areas is worse than in more affluent areas. Problems with upkeep and use of public and green space appear clearly linked to deprived neighbourhoods, particularly those dominated by social housing². In a report by the Greater London Authority (GLA, 2003) it was found that the amount of green space in wards is the fifth most significant indicator in explaining the variation in average house prices. According to this report a 1% increase in green space in a typical ward can be associated with a 0.3 to 0.5% increase in average house price.

Urban greenspace – whose responsibility?

Providing and maintaining green spaces, urban or otherwise, is not a statutory duty of local authorities and despite the provision, conservation and enhancement of quality green spaces in the urban environment being promoted in England by PPG17, in Scotland by NPPG 11 and PAN 65 local authorities have not, as yet, given a high priority to the implementation of these policies and the policies themselves are lacking in specifics (Edwards and McPhillimy 2003, English Nature 2003). In Wales, TAN 13 (tourism) and 16 (Sport, recreation and open space) have the closest relationship to urban greenspace issues yet there remains little localised development of green space strategies over and above the 'sport and recreation' agenda. This review of evidence makes it apparent that despite the increasingly well documented benefits of quality urban green space in social, environmental and economic terms, there remains a gap between the public policy framework affecting greenspace planning and the managing authorities of that greenspace. However, current political momentum within Wales indicates that the development and maintenance of quality, accessible green-space – urban and rural - is moving up the agenda.

² The Living in Wales Survey, undertaken by the Welsh Assembly Government, and similar to the Housing Survey in England, does not enable conclusions to be drawn concerning the relative levels of deprivation in relation to access and use of quality greenspace

4. The policy context for urban greening in Wales

Public space, including streets, parks, shopping precincts and markets, can play a vital role in the social life of communities. In the UK, although responsibility is devolved, there is generally a policy push towards the 'greening' of public spaces in an attempt to reconnect the population with nature whilst simultaneously striving to meet economic and environmental goals.

The policy environment in Wales is working to raise the profile of urban greening within the political agenda. WAG is strongly committed to urban regeneration incorporating the principles of sustainable development and to improving the quality of life and the environment for urban communities (<http://new.wales.gov.uk/topics/sustainabledevelopment>). There is, however, little specific reference to the benefits of urban greenspace provision.

From a WAG policy perspective the *One Wales* document (WAG 2007) highlights the importance of urban green spaces by stating that WAG will:

... foster a sense of public ownership in relation to the countryside, urban green spaces and our coastline, recognising that many socially excluded groups do not currently enjoy their social, cultural and health benefits

Strategy advocating access to green space is currently subsumed under the banner of 'sport and recreation provision' rather than being recognised as cross cutting many agendas. The Environment Strategy for Wales (WAG 2006) is, as to be expected, more specific stating an objective for the WAG to be

encouraging the retention or provision of green spaces in urban areas (WAG 2006:43)

There is however little explicit mention of the importance of developing, maintaining and providing quality urban green space in other current WAG strategies. The provision of such in urban areas could help to contribute to other strategic aims and objectives of the Assembly.

Since the majority of relevant Assembly strategies were produced (2000 – 2005), the policy context has changed within Wales, and any subsequent policy documents are likely to bring urban greening issues far more to the forefront of Assembly strategy than has previously been the case. A notable example is the work of the Countryside Council for Wales (CCW). Work undertaken by Manchester University on behalf of CCW in 2002 (CURE 2002) has resulted, in 2006, of the development of the 'Greenspace Toolkit', aimed at Local Authorities across Wales. Action point 19 of the Environment Strategy for Wales Action Plan (WAG 2006) states that WAG will

Rollout CCW's green space toolkit to increase the quality and quantity of public green space in Wales

The Action Plan also commits WAG to rolling out the CCW toolkit to all Local Authorities across Wales by the end of March 2008, following a pilot in one urban and one rural Authority and a subsequent assessment of effectiveness.

FCW policy context

The policy context within which Treeneration was developed has been that of Forestry Commission Wales (FCW), whose *Woodlands for Wales* strategy, developed for the Assembly and currently under review (2008), is an '*integral part of*

the overall sustainable development plan for Wales' (p13) and makes a commitment that the National Assembly will '...integrate this woodland strategy into all its programmes at national, regional and local level's (p13). This commitment negates the need, politically at least, to include specific reference to the urban greening agenda in other WAG strategy. Included among the strategic objectives for FCW are:

...encouraging the use of trees and woodlands to improve air quality and urban landscapes (p25)

To look for opportunities to use trees and woodlands in urban settings to maximise emotional and physical well being (p35)

The strategy recognises the links between trees and woodlands and quality of life with specific reference to the disadvantaged communities across Wales. Whilst there is little *explicit* reference to the benefits of trees and woodlands to the urban communities of Wales, it should not be inferred that urban issues are being ignored. Rather, as demonstrated in section 3a below, the aims and objectives of *Woodlands for Wales* are in the main applicable across both rural and urban areas of Wales.

Whilst Treeneration has concentrated on the development and provision of trees and woodlands in the urban environment it can be understood to be making a contribution to the overall urban greening agenda and in particular to the development, enhancement and maintenance of natural urban green space as advocated by CCW (a partner organisation within the Treeneration programme).

4a. Treeneration and Cydcoed policy fit within FCW

Because of the National Assembly's current lack of many *explicit* strategic aims for the urban greening agenda in Wales it would seem at first glance that the FCW Cydcoed programme is able to contribute in a specific way to a greater number of strategic aims and objectives than Treeneration as it is not limited to the urban and urban fringe areas. However, as Table 1, below, indicates, both projects fit *Woodlands for Wales* in a number of ways.

Whilst we have been asked to provide a comparison of policy fit for Treeneration and Cydcoed it is worth noting that Cydcoed and Treeneration were set up with different remits. The underpinning ethos of the Cydcoed programme has been one of community development using woodlands whilst Treeneration was established with a core aim to *promote and support a substantial increase in the planting of new trees and woodlands in an urban environment* (FCW no date), with community development issues and associated social outcomes as important but not paramount.

Given these differences in deliverables and objectives between the programmes, it is remarkable that of the relevant strategic aims there are only five that are not met by *both* projects. That the projects had the potential to contribute to many of the same strategic aims, yet had different structures, scopes and geographic boundaries serves to highlight the fact that there is a need for a pan-Wales approach to programmes involving and engaging the communities of Wales, be they urban or rural.

Table 1: Treeregeneration and Cydcoed 'fit' to Woodlands for Wales

Woodlands for Wales theme	Objective	Aim	Contribution by Cydcoed	Contribution by Treeregeneration
Woodlands for People	2.2.1: to use woodlands as a social and cultural asset for some of our most disadvantaged communities	We will encourage the use of woodlands as catalysts for regenerating local communities with effort being concentrated in those communities with the greatest disadvantage	✓	
		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		✓
	2.2.2: to maximise the use of woodland for learning	We will promote the use of woodland for further education and lifelong learning	✓	✓
	2.2.3 to provide opportunities to have their say in the management of woods close to where they live	Mechanisms will be created to involve local people and build consensus amongst communities	✓	✓
		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	✓	✓
A new emphasis on woodland management	2.3.1 to promote best practice in woodland management	We will develop ways of encouraging the use of best practice in managing woodland and of extending long term planning	✓	✓
A new emphasis on woodland management	2.3.3: to find appropriate sites for new trees and woodlands	We will encourage landowners and managers to take opportunities for appropriate woodland expansion, seeking to maximise the value to society of new woodlands	✓	✓

Woodlands for Wales theme	Objective	Aim	Cydcoed	Treeneration
		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	2.5.1:To conserve and enhancement the biodiversity of our woodlands	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	✓	✓
	2.5.2:To conserve and enhance the landscapes of Wales	We will use woodlands to restore the landscapes of areas affected by past mineral extraction and other industrial activities	✓	✓
Tourism, recreation and health	2.6.1:To use woodlands to help create a high quality visitor experience	Using existing partnerships we will promote the use of woodlands to develop a high quality visitor experience	✓	
		We will promote the development of specialist recreation in woodland including wildlife observation and artistic pursuits as well as more noisy and physical sports	✓	
	2.6.2:To promote health through access to woodlands for all communities	we will extend access to woodland particularly for disadvantaged communities, using good design and community involvement, to help overcome some peoples perceptions of risk when using woodland on the urban fringes	✓	✓
		We will look for opportunities to use trees and woodlands in urban settings to maximise emotional and physical wellbeing	✓	✓

5. *Treeregneration aims and objectives*

Treeregneration is a pilot project for FCW. The overarching aim is to test the scope and feasibility of developing a national urban forestry initiative in Wales. The Final Project Report (FCW, 2008) presents a variety of options for consideration by FCW and WAG.

Treeregneration was designed specifically for the urban environment to promote and support a substantial increase in the planting of new trees and woodland and to facilitate their use in urban areas. The overarching ethos of the project drew on several successful initiatives implemented by FC in England and Scotland: the Scottish Woods In and Around Towns Initiative (WIAT) and the Community Forests and Thames Gateway in England.

The stated aims of Treeregneration were (FCW 2008):

- Identifying what support and /or resources are needed by organisations engaged in urban forestry to ensure best practice and sustainability
- Illustrating to major decision makers how the project, through the provision of advice and funding for urban forestry, can help deliver lasting benefits to a wide variety of urban communities across Wales
- Assessing the options for the future delivery of urban forestry schemes in Wales

However, the project documentation reveals that no aims, objectives or specific targets were set for the project. In addition, whilst other UK projects such as WIAT have achieved this, the need for collation of baseline data within the project area was overlooked as was the development of a set of relevant indicators with which Treeregneration could be effectively monitored and evaluated.

Whilst the project documents do not present specific aims or targets for Treeregneration schemes that reflect the range of activity undertaken in practice, the project was tasked with encouraging a partnership approach to urban greening by providing grant funding of up to 75% of total costs for projects and schemes that met some or all of the following criteria (see Table 2, below).

Table 2: Treeregeneration Scheme criteria for funding (Treeregeneration project proposal)

Environmental	Economic	Social
Increase biodiversity, create and improve habitats bringing wildlife into town. Integrate and link fragmented habitats and provide wildlife corridors into the surrounding countryside	Create attractive settings for business activity	Create a pleasant and attractive environment in which to live and work
Create an attractive landscape and soften harsh lines of buildings	Improve the image of towns to attract inward investment	Allow contact with nature
Improve air quality by filtering pollutants and trapping air particulates	Transform blighted landscapes and reverse urban decay	Provide leafy oasis in town centres
Provide a cost effective and highly beneficial method for land restoration	Improve corporate image of others	Promote health, providing a relaxing, refreshing and therapeutic environment
Reduce energy consumption in nearby buildings by providing shade in summer and shelter in winter	Add value to property	Offer recreational opportunities
Absorb noise	Boundary planting to increase site security	Planting projects to strengthen communities, imparting a sense of belonging
Reduce the risk of flooding Reduce run off from reclaimed sites		Create a more distinctive, characterful and scenic neighbourhood
Screen eye sores		

What is apparent from this fairly extensive list is that Treeregeneration was designed to be a *flexible* approach to urban forestry, allowing for dynamic variation at the very local level. This flexibility is also attributed to the types of site which were considered to be eligible for grant funding, the only real provisos being that site conditions were suitable for the successful establishment of trees or woodland and that they were within an urban or urban fringe environment³.

Sites acceptable for consideration were:

- At any urban or urban fringe or gateway location
- Any size of site
- On private or public land
- For temporary or permanent planting

This flexibility has allowed the implementation of a variety of project types across a variety of sites with a range of partners and stakeholders. This also meant that the skill

³ Urban is used by Treeregeneration to describe the built environment, as opposed to the open countryside, hence including towns, cities, villages and gateways to such.

set required by the Treeregeneration Officer was equally wide ranging and flexible. The types of skills required by this, and other similar, posts are discussed at section 5 below.

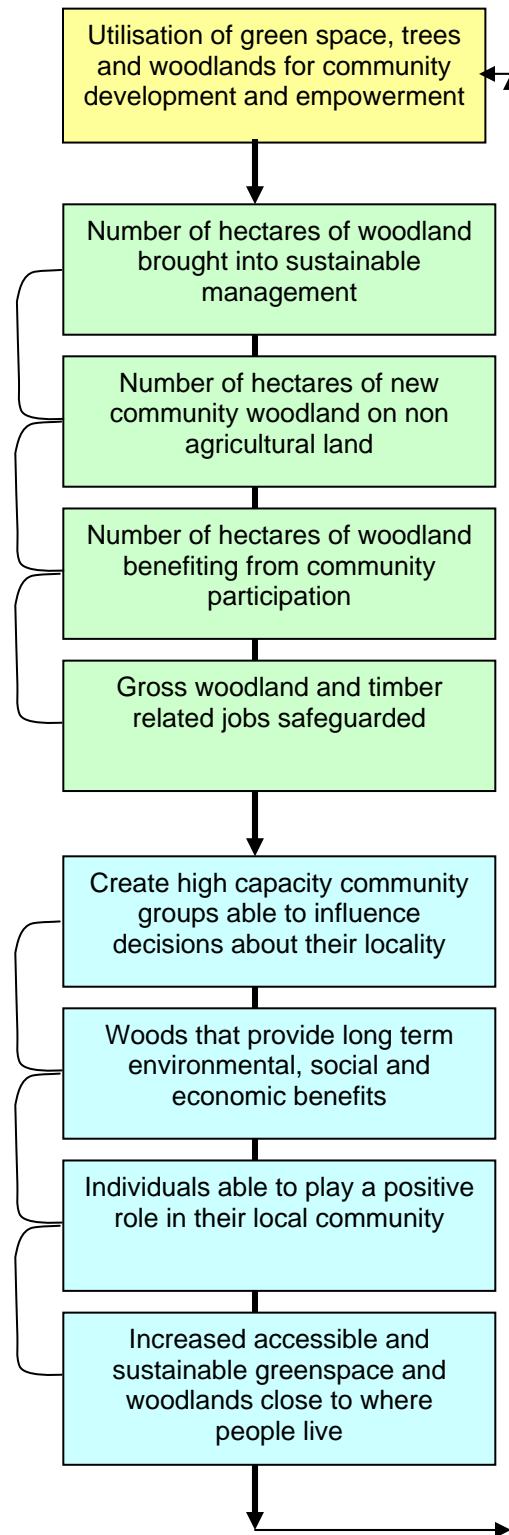
5a. A comparison of aims: Treeregeneration and Cydcoed

This review has been tasked with providing a comparison of the two primary FCW methods of delivering community benefits using woodland: Cydcoed and Treeregeneration. As stated, each was designed to deliver against different agendas. Whilst Cydcoed was primarily focused on the social and environmental justice agenda, Treeregeneration had a primary focus of urban greening.

Also significant when making comparisons of project aims and objectives is the way in which each was funded. Whilst funding mechanisms are discussed in more detail in section 5 below, it is pertinent to note that Cydcoed was an externally funded programme and that therefore its aims and outputs were largely designed to meet those of the funding providers. Treeregeneration, on the other hand, was largely internally funded by FCW and therefore could retain its autonomy and flexibility to a greater extent.

Figure 1, below, illustrates the aims of Treeregeneration and Cydcoed and highlights the fact that both were structured and designed for different audiences: Cydcoed aimed at external funders, where the applicability and appropriateness of the programme had to be demonstrated prior to gaining funding. Treeregeneration was designed for an internal FCW audience, but the lack of specific aims and objectives within the Treeregeneration documentation has proved problematic for the Officer responsible for implementation of the project. This is discussed further at section 6 below.

**Cyddoed
(Phase I & II) £16 million 2001-2008**



Cyclical programme: the more outputs and aims met over time, the more social, economic and environmental benefits accrue to the community

**Treeregneration
£113,000 grant spend, 2004-2008**

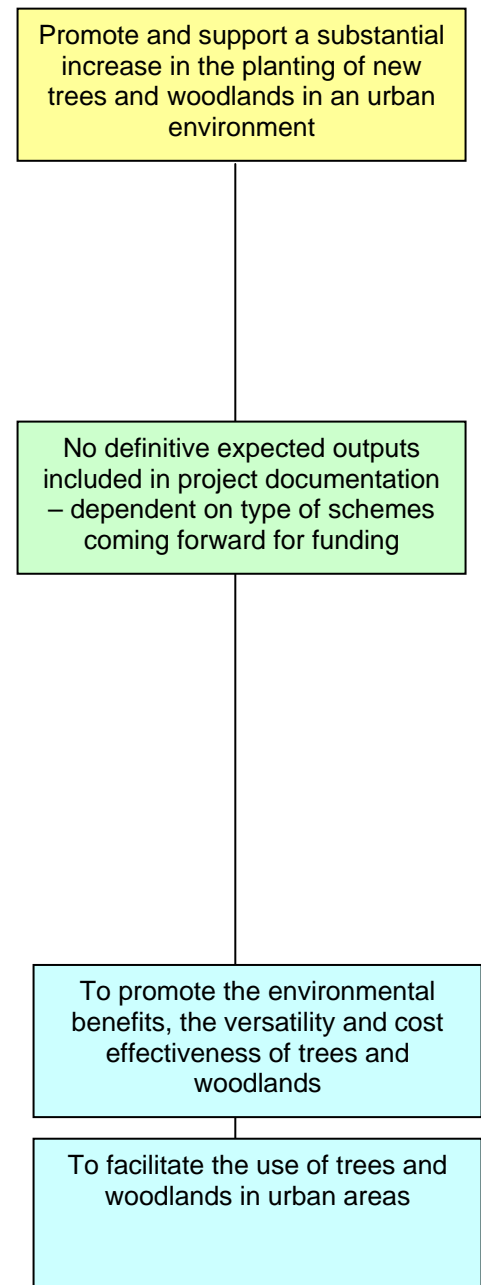


Figure 1: Aims of Treeregneration compared with Cyddoed

6. Partnership approaches, internal structures and funding mechanisms

6a. Partnership approaches

Treeregeneration was set up as a partnership project between FCW, Countryside Council for Wales (CCW), Wrexham County Borough Council (WCBC), Flintshire County Council (FCC), Groundwork Wrexham and Flintshire (GWF) and the Welsh Development Agency (WDA, now absorbed into WAG as a part of the Department for Enterprise and Innovation – DEIN). These organisations established a Steering Group to develop the initial proposals for the Treeregeneration project prior to the employment of a project officer.

Evidence from the Steering Group suggests that the involvement of what was then the WDA tailed off owing to its absorption into WAG in 2005/2006. This resulted in fragmentation of the service between WAG departments, and changes in personnel. Efforts by the Treeregeneration Officer to re-engage DEIN with the project met with little take up.

Partnership funding

A funding partnership was established between FCW, CCW, FCC and WCBC. This allowed for the employment of a dedicated Treeregeneration officer who, although employed by FCW, effectively allocated time and expertise between FCW, WCBC and FCC. Officer time was 50% funded by FCW, with the remaining 50% split equally between CCW, WCBC and FCC.

Integrated working

Office space was allocated by the two County Councils for the Treeregeneration Officer to enable him to become 'embedded' within their organisations. This type of working relationship, where an officer is jointly employed, or where an officer is employed by one organisation but sits within another, is quite commonplace for Local Authorities in Wales, as it is for CCW: *'embedding officers is the norm for most organisations, it adds value and commitment (Interview, CCW Officer)'*. Anecdotal evidence suggests that this type of partnership working has not been common within FCW, yet both CCW and the Local Authorities involved in Treeregeneration were keen to see the current relationship continue and develop. This type of working relationship is also common in organisations in England and Scotland.

Partnership benefits

Evidence gathered from the partner organisations show that the benefits of the Treeregeneration partnership arrangement have been numerous:

- Establishment of strong networks and communication channels
- Ability to work in an integrated way with relevant Local Authority departments
- Creation of a single point of contact for grant recipients
- The ability to contextualise Treeregeneration in the wider Local Authority strategy agenda
- The creation of a 'point of contact and access' to FCW for the Local Authorities

- Minimisation of overhead costs and duplication of resources between organisations
- The creation of a shared 'knowledge bank' between Local Authorities and FCW
- Gave access to expertise within Local Authorities and within FCW
- Gave assurance of 'buy in' to Treeregeneration from Local Authorities
- Raised the profile of trees and woodlands within partner organisations and the wider community
- Created a deeper understanding of the role and benefits of trees and woodlands within partner organisations

Partnership issues

Interviews with the funding partners revealed a set of tensions that are not easily overcome. The Treeregeneration Officer would, in theory, spend 50% of his time based at the FCW North Wales Conservancy Offices at Clawdd Newydd, Ruthin, 25% in the Local Authority Offices in Mold (FCC) and 25% in the LA offices in Wrexham. With projects or schemes that have set targets and objectives for each partner organisation this would have proved a workable premise.

Treeregeneration not only lacked geographically based targets, but was reliant on groups, businesses or organisations applying for grants to implement projects. Consequently the Officer found the majority of his time spent where the majority of schemes came forward for funding: Flintshire.

The situation was compounded by the existing organisational structures within the Local Authorities. WCBC has two officers responsible for the maintenance and enhancement of trees and woodlands on Authority owned land, and a further officer to deal with tree protection on private land. FCC had two officers focusing on protecting the current tree and woodland resource in the county. WCBC officers have a significant budget enabling them to manage, maintain and increase tree cover. FCC officers have no comparable resource and therefore made more use of the opportunities provided by Treeregeneration funding.

Whilst in this case there was no easy solution to this issue it is something that could have been avoided by adopting one or more of the following criteria at the project development stage.

- setting appropriate geographic targets;
- allowing for the employment of one officer in each geographic area;
- allowing for the employment of support staff (administration, communications) to 'free-up' officer time

Further issues linked to the limitations of the Treeregeneration Officers time, and within and between Local Authority departments regarding the project were also discussed. Issues that were common to all were:

- a lack of communication and administrative support resulted in the first five months of Officer time being spent in public awareness raising, associated promotional campaigning, design of website, leaflets and branding and

writing copy for website and leaflet. The first tree planting season was subsequently lost.

- 'initiative fatigue' within Local Authorities. That is, a wariness of finite funding schemes that could be costly to maintain in the long term.
- The way in which Treegeneration worked in practice within each Authority depended on the existing organisational and funding setup within the LAs.

Future partnerships

All respondents felt that the partnership approach was a strength of the project which could have been strengthened further by a more focussed and targeted approach. The officer time allocation was often cited as a difficulty – not least by the Treegeneration Officer himself – and was particularly pertinent as the project area is geographically large and the funded schemes disparate and widely spread.

We suggest that many of these obstacles could have been overcome in the design and development stages of Treegeneration, in particular by the development of an associated project action plan with specific aims and targets alongside the consideration of dedicated administration, communications and media support, such as that received by Cydcoed.

Whilst the internal structures supporting both Treegeneration and Cydcoed are discussed in section 5b below, it is worth noting the different approach to partnership working employed by Cydcoed discussed at section 5aii below.

6ai. Treegeneration and delivery partners

Whilst this is further discussed in sections 6 and 7 below, it has proved problematic for this review to establish any outcomes for the scheme partners within Treegeneration, over and above comments elicited from those involved attesting to the '*educational benefits*' or that '*it brings people together*'. Not only was there no requirement within the project to monitor or evaluate any outputs (over and above trees and hectares planted) or outcomes of schemes, but the nature of the project and the limited staff allocation has meant that schemes have in the main been 'start and finish'. Once the initial engagement exercise, the planting and advisory aspects and, in some cases, a launch have occurred neither the Treegeneration Officer or relevant Local Authority officer has had the remit, time or resources to continue a programme of engagement and communication with individuals or groups involved, over and above that of the biannual inspection.

The lack of any ongoing engagement and monitoring of schemes means that it is not known to what extent the additional planting of trees and woodland will encourage more community use of green space, thereby helping to overcome social barriers, encourage community cohesion and benefit health and wellbeing. However in contrast to Cydcoed, Treegeneration was not set up to be a community development programme and therefore it would be too much to expect a similar ongoing process of community engagement and involvement to have resulted from schemes managed directly by Treegeneration.

As discussed, Treegeneration was established as a funded partnership. In order to function effectively, the project had to work in partnership with other organisations, the

most notable of which were BTCV and the Groundwork Trust. Groundwork Wrexham and Flintshire had representation on the Steering Group.

Treeregeneration schemes involved the public, private and voluntary sectors, and had to develop and maintain working partnerships. In the majority of cases schemes were proposed through an established organisation such as BTCV, GWF or a Local Authority, and match funding would be contributed towards the scheme from these. This 'buy in' from other organisations allowed for the strengthening of the Treeregeneration 'message' relating to urban greening and the benefits of trees and woodlands to urban communities and respondents felt it was an important strength of the project. The commitment of these partners to Treeregeneration was cemented through the signing, by FCW and the relevant party, of a Partnership Agreement.

It has proved difficult for us to establish contact with relevant officers within GWF and BTCV to add qualitative depth to this review. Whilst a telephone discussion was held with BTCV concerning Treeregeneration and all documentation that they hold on the schemes was accessed in order to establish quantitative information, staff involved in Treeregeneration schemes have subsequently left the organisation or are no longer involved in the relevant aspects. There has been little, if any, ongoing connection with the schemes and the communities involved over and above the initial tree planting and some maintenance. It seems that any continuity of contact and involvement ceases as staff move on.

Telephone discussions with staff at GWF indicate that the situation was similar within this organisation. Moreover, if quantitative data records of schemes were kept, these were no longer accessible to current members of staff. Whilst it cannot be expected that staff will remain in post *ad infinitum*, continuity of service and contact is important, particularly within schemes or programmes that deal directly with communities.

The Treeregeneration Officer also established partnerships directly with schools, community groups and businesses. Figure 4, in section 6 below indicates the lead body within each scheme. Both the Treeregeneration Officer and individuals involved in two of the school projects indicate that the community links established by Treeregeneration were valued, but short lived. Whilst schools and community groups often also worked through GWF or BTCV, they found the advice and hands on practical involvement of the Treeregeneration Officer very beneficial and felt that *'we can call on him for advice, or help, at any time. It's good to know that there is someone there to turn to'* (interview, school teacher)

Schemes undertaken by businesses principally on industrial sites, have proved harder to gain an insight to. Anecdotal evidence suggests that these schemes were undertaken for visual amenity purposes rather than to meet any wider social agenda. The planting around individual businesses, or industrial units, appears to have been undertaken because of the availability of a grant. Whilst this does not of course negate the actual benefit 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 on the project and often remained unconvinced that tree planting could help to decrease anti social behaviour and vandalism around the site rather than provide increased opportunity for miscreants.

6a.ii. Partnerships: a comparison with Cydcoed

Cydcoed and Treeneration were designed and implemented in very different ways. The partnership structure governing Treeneration was that of a four way funding agreement between FCW, CCW, WCBC and FCC, whilst Cydcoed was a 'stand-alone' programme funded through the EU Objective One programme and the WAG Pathways to Prosperity scheme.

Cydcoed was not established as a partnership and was run by a team employed specifically for the programme and at 'arms length' from FCW. Cydcoed did not benefit from a Steering Group, nor was access to other organisations eased through literal buy in to the programme. It was not within the remit of Cydcoed to establish partnerships *per se*, but to facilitate the creation of partnership models of working between community groups and other organisations. Where there was a perceived need for mediation between groups and others Cydcoed Officers could, and did, act as honest brokers.

In terms of partnership arrangements Cydcoed facilitated the development of partnership working between grant recipients in community groups and other organisations, whilst remaining outside the partnership arrangement itself. Treeneration was not only established as a partnership, but created – albeit short lived – partnerships between itself and other bodies directly. The differences between the two approaches are a result of the differing remits of the projects and the differing funding regimes. Because of this it is difficult to qualify whether one approach is better than the other as the approaches used were those dictated by design rather than circumstance.

The aim of Cydcoed was to facilitate community development through using trees and woodlands. The fostering of partnerships between community groups and other organisations was one way in which social capital was enhanced. Many of the partnerships created have remained sustainable over time and some have led to greater community involvement in other local governance issues. For example, the partnerships formed by the North Gower Community woodlands project has directly led to community representation on the City and County of Swansea Rural Development Plan Management Board – a significant step in terms of participatory governance.

Some partnerships formed by Cydcoed groups were more problematic and led to tensions between groups and partner organisations. In the main these tensions were a result of a sense of loss of control of the project for the group where partner bodies had not delivered, or had assumed control. Some partners associated with Cydcoed projects, although used to engaging with communities, were unused to working alongside communities who not only had the remit, but the money to develop and carry out projects and this new relationship became problematic to negotiate.

Whilst we discuss the internal FCW structures relating to Treeneration and Cydcoed in section 5b below, both internal and external relationships are illustrated in figure 2 below, highlighting the embeddedness of both Projects with FCW and others:

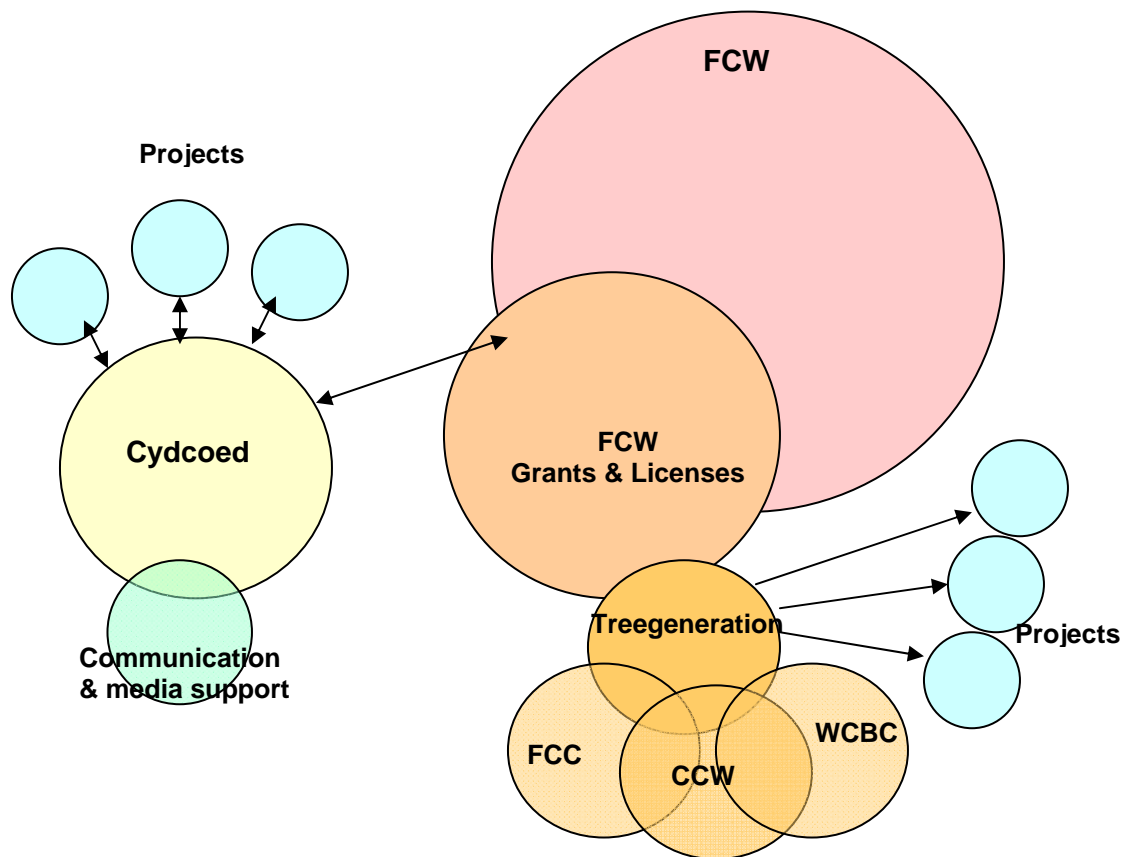


Figure 2: Internal and external structures of Treegeneration and Cydcoed

Future partnership approaches

It is apparent from this review that although Treegeneration and Cydcoed operated in very different ways, there would be significant benefit for any future similar intervention to draw on aspects of the partnership approach from both models. The primary success of the Cydcoed model is that it allowed individuals and communities to form partnerships within which they were a key player. This approach assists the creation and enhancement of all types of social capital. Moreover, it encourages increased access to, and participation in, local governance issues.

The primary success of the Treegeneration model was that it forged partnerships between organisations directly, thereby enhancing integrated working patterns, creating networks and increasing understanding and communication between organisations.

An amalgam of these two approaches where both horizontal and vertical partnerships are formed – that is, both across and between communities and private enterprise (horizontal) and across and between public, private and voluntary statutory and non statutory organisations (vertical) – would allow for a truly integrated model of delivery.

6b. Internal FCW structure and skills: Treeregeneration and Cydcoed

Internal structures, or the way in which projects and programmes are managed by parent organisations, are important influencing factors for the relative success of the projects. They are also important in influencing staff morale and sense of belonging. This review has been tasked with providing a comparison of the internal structures for both Treeregeneration and Cydcoed within FCW. The projects were set up to address different remits and therefore of necessity will have some differences in structural support. In addition, it is fair to say, based on discussions with FCW staff involved in the set up and management of both, that with hindsight certain structural arrangements would have been avoided.

Respondents agree that Cydcoed should have been embedded within FCW and that staff should have been based within District offices. It is also agreed that the Treeregeneration should have had administrative and media support.

Internal structures

Table 3, below, compares the internal structures of each project and highlights the potential benefits of each. It is apparent from this comparison that certain aspects of both worked well, whilst others did not. It would be possible for future similar projects to draw on the lessons from this review and to develop an internal structure that utilises the successful aspects of each scenario.

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Table 3: internal structural arrangements - Treeregeneration and Cydcoed

Structural aspect	Treeregeneration	Cydcoed	Recommended future scenario	Benefits
Situation in relation to FCW	Embedded within Grants and Licenses	At arms length – semi autonomous	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	Home based	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	Dedicated administrator and media and communications consultant	Administrative and communication & media support	Effective project administration and 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	Approx 40 projects per officer 2001-2008	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	External	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	2 x permanent full time; 2 x fixed term appointments	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

Structural aspect	Treeregeneration	Cydcoed	Recommended future scenario	Benefits
Project management	Treeregeneration Officer plus Steering Group	Cydcoed manager plus officers	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	Cydcoed team	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	100% funding limited to community groups		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	Limited to output targets ascribed by funder. 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.

Staff skills

Whilst both Treeneration and Cydcoed had differing remits, many of the staff competencies required were similar. Interviews with project staff from both Treeneration and Cydcoed indicate that the workload, in terms of skills required, was onerous. For example, the Treeneration Officer was required to develop and maintain a project website which was both time consuming and for which specific skills are required, both technical and in terms of communication and media knowledge, for which the Officer felt ill equipped. We would highlight that many of the required skills already existed within FCW – communications, finance, legal, administration – and all projects and programmes should have central resources such as these allocated to them.

We have considered the staff skills required by such projects. Whilst differing levels of support were offered by FCW to each, officer staff skills were required to be diverse and adaptable. Table 4 below illustrates the skills that were expected from project officers in both Cydcoed and Treeneration and makes recommendations for future project staff.

Table 4: Essential staff competencies

Essential Staff Competencies	Treeneration	Cydcoed	Recommendation
Specific silvicultural knowledge	✓	✗	Staff should be able to liaise with experts within FCW for this knowledge
Community development experience	✗	✓	Knowledge of processes and benefits and ability to implement
Project management	✓	✓	Staff should have basic project management skills but should be able to seek expert advice from within FCW
Staff management	✗	✓	Dependent on team structure
Financial management	✗	✓	Financial management should be undertaken by FCW finance team
Understanding of external funding	✗	✓	Basic understanding is required, officers should be able to seek expert advice from other FCW staff
Manage legal agreements	✗	✓	All legal protocols, agreements, leases etc should be managed by FCW legal experts
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 sector	✓	✓	Essential
Administration skills	✓	✓	The majority of project administration should not be undertaken by project staff, dedicated support should be provided
Media skills (inc. press, 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 Cydcoed and 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 diffuse these situations is key
Plan and prioritise work	✓	✓	Essential
Understanding diversity issues	✗	✓	Essential

The above table illustrates the core competencies that were required by either or both Cydcoed and Treeregeneration. We are not commenting on skills actually held by staff, merely those that were required for the post. In addition to those highlighted above we would recommend that staff have an understanding of:

- Monitoring and evaluating project outputs and outcomes.
- How and where to obtain specialist advice and input
- How to communicate to different audiences

6c. Funding models

Treeregeneration was a partnership project, with core funding coming from FCW, CCW, WCBC and FCC. This core funding covered officer time and overheads and extended over the four year period 2004 – 2008. FCW contributed 50% of this core funding and was responsible for recruitment and employment of the Treeregeneration Officer whilst the other three partners contributed equal shares of the remaining 50% to cover office space and overheads.

The Treeregeneration grant aid for planting schemes was provided, up until 2008, directly from the core budget of the FCW Grants and Licenses department. Any scheme funded during 2008 was done so using the Better Woodlands for Wales (BWW) grant scheme operated by FCW. Whilst degrees of grant funding differed from scheme to scheme, the overarching criteria stated that Treeregeneration could contribute:

- Up to 75% for community and /or environmental schemes
- Up to 50% for business schemes

Funding was intended to cover planning of schemes including: stakeholder consultation exercises; events (such as volunteer planting days); purchase of trees and any associated equipment (such as stakes or guards); and the costs associated with the initial establishment of the trees (such as weed or pest control). Seventy percent of the total approved grant was paid on the successful completion of the planting phase and the remaining 30% paid at the end of the establishment phase.

The majority of schemes relied on Treeregeneration being able to provide the maximum percentage of funding. Matched funding was usually provided by local businesses through existing environmental or social funds, or by the appropriate Local Authority. A minority of schemes gained matched funding from a variety of

sources to make up the percentage required. The average percentage of total scheme costs provided by Treeregeneration was 71% over the lifespan of the Project. The largest amount granted was £13,655 and the smallest £550. Total spend is illustrated below in Table 5.

Number of projects funded	Amount of Treeregeneration funding	Total scheme funding
20	£113, 027	£159,200

Table 5: Project costs

Treeregeneration could support a wide variety of applicants for funding including Local Authorities, businesses, communities, schools and other landowners. In contrast, conditions of funding for Cydcoed meant that the programme was restricted to supporting properly constituted community groups. These differences however are the result of the differing remits of the Projects: Cydcoed was concerned with community development and the 100% grant support to community groups meant that, often for the first time, communities had the remit and the money to deliver on local agendas. Treeregeneration, with its focus on increasing urban trees and woodlands was able to fund, in theory, any organisation or body that was able to deliver on this aim.

There are strengths and weaknesses to both funding models used in these FCW programmes. Treeregeneration partners suggested that requiring an element of matched funding ensured buy-in to the ethos of the project and an added interest in ensuring the long term sustainability of the scheme. The type of applicant to Treeregeneration was likely to be able to find matched funding relatively easily, either from their own funds or by accessing other external funding. Community groups applying to Cydcoed for funding on the other hand were unlikely to have the expertise to access matched funding. The 100% funding given by Cydcoed gave communities the power and remit to take control of planning, implementation and delivery of projects. The empowerment of communities in this way was one of the successes of Cydcoed. Yet it is acknowledged that these same groups required a lot of input from Cydcoed officers in terms of advice and facilitation, including that of financial management.

It would be beneficial for future similar projects implemented by FCW to carry forward the strengths of both funding models and operate a sliding scale of funding appropriate to both the type of scheme under consideration for funding and the type of applicant involved. The Better Woodlands for Wales grant scheme operated by FCW operates along these lines. Whilst BWW is more complex than Treeregeneration or Cydcoed, the comparable aspects are illustrated below in tables 6 and 7. These have been sourced from <http://www.forestry.gov.uk/forestry/inf-d-6j2hal>

Table 6: BWW funding model for woods delivering social benefits

Proposed Woodland Improvement Grants for the provision of Social Benefits

Operations relating to social benefits	Social context					
	Woodlands with HIGH (or potentially) high level of (permissive) public access or Woodlands "Dedicated" under CROW	Woodlands with LOW level of (permissive) public access	Communities First areas where owner willing to allow permissive access	Parts of Woodland used as "Forest Schools"	Woodlands being used for community health & well being initiatives	Woodlands with No permissive Access
Meeting legal obligations in relation to Rights of Way	N/A	N/A	N/A	N/A	N/A	N/A
Health and safety management ¹ eg Tree Safety surveys and risk assessments	75%	50%	75%	75%	75%	N/A
Public Liability Insurance. ¹	75%	50%	75%	75%	75%	N/A
Provision of facilities for informal recreation, eg paths, bike trails, waymarks, leaflets, interpretation, parking, and other infrastructure eg toilets. Must meet relevant standards including disabled.	75%	50%	75%	75%	75%	N/A
Provision of commercial recreational facilities open to the public	Grant aid (up to 50%) may be available for special projects but at a lower rate than non-commercial facilities. Projects should be "in keeping" with the woodland, have planning consent and where relevant, the support of the Wales Tourist Board					N/A

Provision of educational facilities	50%	50%	50%	75%	50%	N/A
Amenity Work eg Brushing, pruning, thinning around paths, picnic sites etc	75%	50%	75%	75%	75%	N/A
Controlling /clearing fly tips	75%	50%	75%	75%	75%	N/A

Note¹ This may be subject to change if there are restrictions on the use for public funds for these purposes

Table 7: BWW funding model for new planting of woodland

Planting Type	Planting Grant (£/ha)	Local, Native Planting Stock (£/ha)	Top 20 Focal Networks (£/ha)	Core Networks (£/ha)
Native Woodland Site native species, planted in communities corresponding to Habitat Action Plan native woodland types (1600 stems/ha)	1800	150	475	475
Standard Crops Any appropriate species (2500 stems/ha)	1000	150	0	0
Simple Mixtures Minimum of 25% broadleaves. At least three main species in the mixture (2500 stems/ha)	1200	150	250	0
Quality Mixtures Crops on sites with greater potential to grow quality timber in mixtures that provide some scope for later transformation to Continuous Cover Forestry. Minimum of five species in the mix with no less than 25% broadleaves (2500 stems/ha)	1700	150	250	250

7. Implementation and delivery

Treeregeneration was not devised as merely a grant giving body. One of its primary services was to offer advice and practical assistance on urban planting schemes. Phase two, which ran from 2004 to 2008 offered the following types of support to community groups, businesses, schools, organisations and Local Authorities:

1. *Financial and practical assistance: joint planting initiatives*
Implementation and management of planting schemes arranged in partnership with an environmental organisation or a community group, school or business. Treeregeneration providing grant assistance and specialist support and expertise throughout the process.
2. *Financial assistance*
Grants assistance for tree and woodland planting schemes that matched one or more of the Treeregeneration criteria, on completion of an assessment process detailing full proposals including a management plan and full estimate of costs
3. *Practical assistance and/or advisory service*
Provision by the Treeregeneration Officer of practical and technical advice on all aspects of urban forestry matters, including planting and maintenance specifications and community consultation exercises.

The Treeregeneration Officer recognised the need for a two stage approach to implementation: awareness raising and networking, followed by delivery and assessment. These are described in the next sections.

7a. Awareness raising and networking

It quickly became apparent at the outset of the project that raising awareness of the benefits of trees and woodlands in urban and peri-urban areas would be more necessary and time consuming than had been originally thought.

Reasons cited for this include: existing attitudes towards trees and woodlands in urban areas, and lack of understanding of the potential benefits of quality green space. Particular resistance was experienced from the business community. Businesses cited a fear that tree cover would exacerbate security issues and contribute to an increase in crime and anti social behaviour. Indeed, businesses with property on the Wrexham Industrial Estate had been advised by the local police force *not* to plant trees or shrubs on site owing to the potential for increased security risks, anti social behaviour and crime occurrence.

Overcoming these ingrained attitudes to urban greening is not something that can be achieved overnight, or even by the implementation of a small scheme such as Treeregeneration. It will take a significant shift in the political agenda in order to begin to tackle such attitudes, coupled with a shift within the operational framework of those responsible for the urban greening agenda in Wales. It points towards a significant need for increased communication, advice and facilitation from those aiming to deliver quality green space initiatives. This would help people understand *why* trees, woodlands and other green vegetation are important in both rural and urban landscapes.

Within the parameters of the Treeregeneration project, all partners agree that the Officer could not have realistically done any more in his attempts to raise awareness of the project and its potential benefits, yet resistance remained from some quarters. Initial attempts to communicate the ethos of Treeregeneration and the its potential for communities and businesses in Wrexham and Flintshire took the form of:

- Face to face communication via informal meetings arranged by Treeregeneration;
- Formal presentations at the invitation of stakeholders and partners. These would be aimed at a variety of audiences including Local Authority departments, business fora, other statutory and non-statutory organisations;
- Attendance at community meetings at the invitation of others.

A second phase of awareness raising was undertaken using a mail-shot of an information leaflet to all known businesses within the two counties, to schools, community groups and other stakeholder organisations. In addition a project website was created and populated by the Treeregeneration Officer.

The initial phases of networking and awareness raising occupied approximately the first five months of officer time and resulted in the loss of the first planting season. The promotion of the project in this way is cited by partners as absolutely key to its success. Whilst time consuming, this highlights the need for wide ranging communication from organisations such as FCW; a considerable time commitment; and a specific skill set. If done well then often overlooked aspects of projects can be a key factor of the success of a project. Had communication and awareness raising been written into a project plan for Treeregeneration then it would not have resulted in what was termed 'a loss' of the first planting season. Instead, it would have been viewed in a positive light as an important aspect of the project achieved.

7b. Delivery of schemes

Respondents felt it important that Treeregeneration remain as flexible as possible in terms of what it could deliver and to this end the project covered a wide remit of eligible scheme types, eligible land and those eligible for grant support. This flexibility and width was cited by partners to be both a strength and a weakness of the project. The wide remit allowed for engagement with a diverse range of stakeholders and the development of a diverse range of projects able to illustrate the benefits of trees in urban areas in a variety of situations – from shopping precincts to school grounds to industrial estates. Conversely partners within Treeregeneration indicate that this wide remit resulted in a lack of focus and direction for the project and an unrealistic expectation of delivery placed upon the single Project Officer.

The differences in organisational structure of the two Local Authorities involved in Treeregeneration have been introduced in Section 5. The way in which each Authority utilised the Treeregeneration project was influenced by these differences. In Wrexham, where Authority owned sites were brought forward for schemes the LA Arboricultural Manager would ensure these sites were then included in the annual planting programme for the County, thereby ensuring long term sustainability of the scheme. In Flintshire little or no budget exists for urban planting and where county owned sites were brought forward for schemes Treeregeneration became the means of achieving urban greening, in both financial and practical ways.

Suitable schemes for consideration of funding were usually identified through the Local Authority tree officers. On occasion the Treeregeneration Officer was approached directly by schools, community groups or businesses for support. In other instances GWF brought forward schemes for consideration. All schemes were

considered by the Steering Group for applicability. A similar situation occurred in the allocation of grant support within the Cydcoed programme and we would recommend that any panel assessing grant aid applications have a written procedure for so doing and representation from an 'uninterested third party', so ensuring transparency of process.

Delivery processes are illustrated in Figure 3, below.

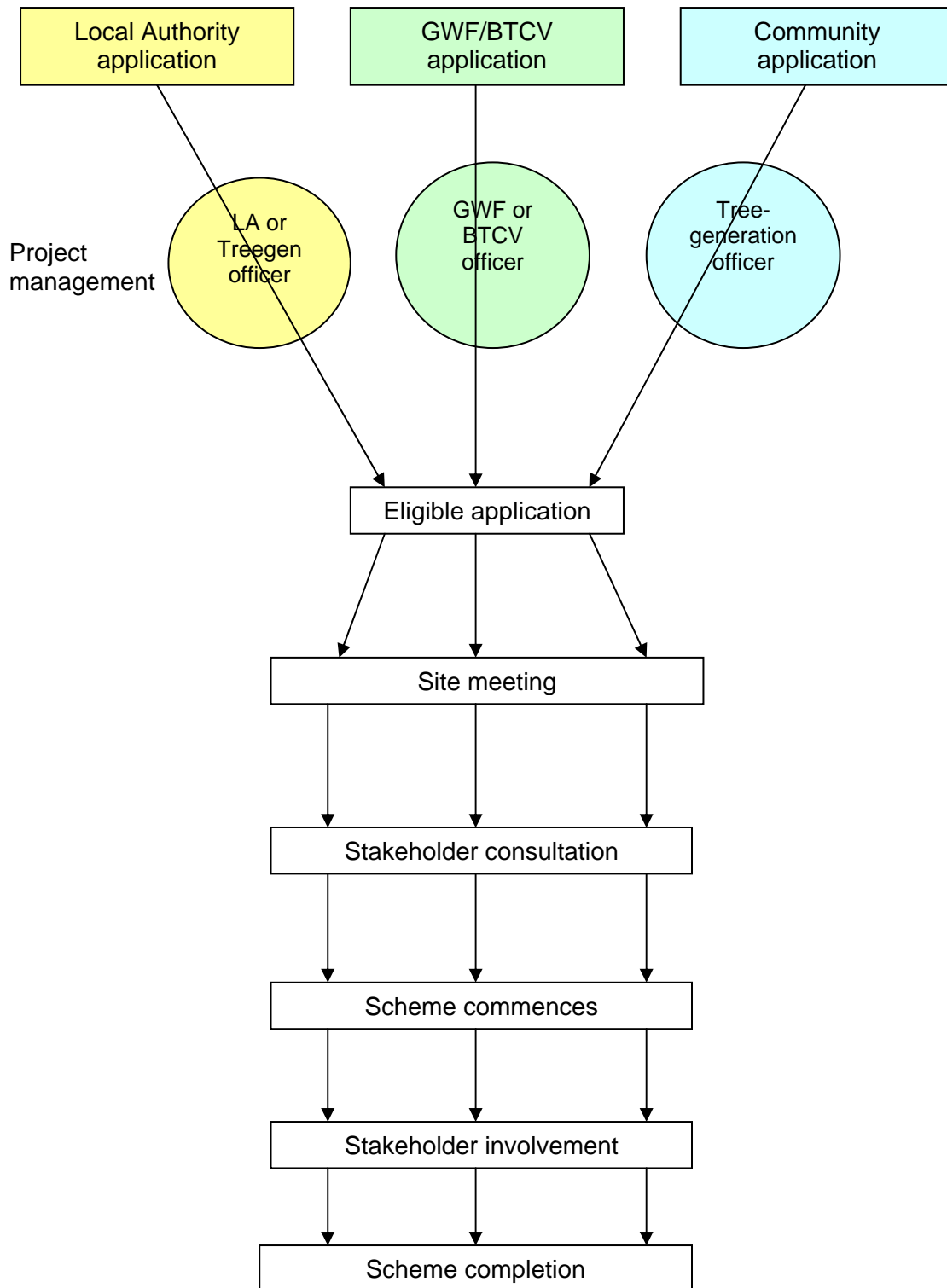


Figure 3: Treeneration delivery processes

After ascertaining whether applications for funding met one or more of the criteria listed in Table 2, each was scored for eligibility. An application form and scoring levels are included in Appendix 1. If eligible for funding an on-site meeting was held between the Project Officer and applicant where site suitability was assessed. For each scheme it was a requirement to have a named project manager to facilitate delivery and support. A flexible approach was taken to this owing to the varied nature of schemes and applicants. In cases where schemes were brought forward by environmental groups such as GWF or BTCV then they would be project managed by officers from within those organisations. In cases where the Local Authority was funded, project management either fell to the existing tree officers or to the Treeregeneration officer. In other cases, such as from community groups, the Treeregeneration Officer undertook project management of schemes. In all cases the project manager was expected to undertake a consultation exercise with local stakeholders prior to the scheme commencing. Stakeholders were deemed to include local residents, schools, employees, local businesses and organisations. In addition these stakeholders were encouraged to become involved in aspects of the scheme including design, planting and maintenance. Respondents suggest that this enhanced a sense of involvement for stakeholders and imparted a sense of ownership over the scheme. In the long term it is hoped that involvement in the schemes will encourage a continued sense of ownership and pride in the scheme, leading to increased use of urban green space, and in particular of trees and woodlands.

A breakdown of scheme types is illustrated in figure 4, below, based on information provided by Treeregeneration.

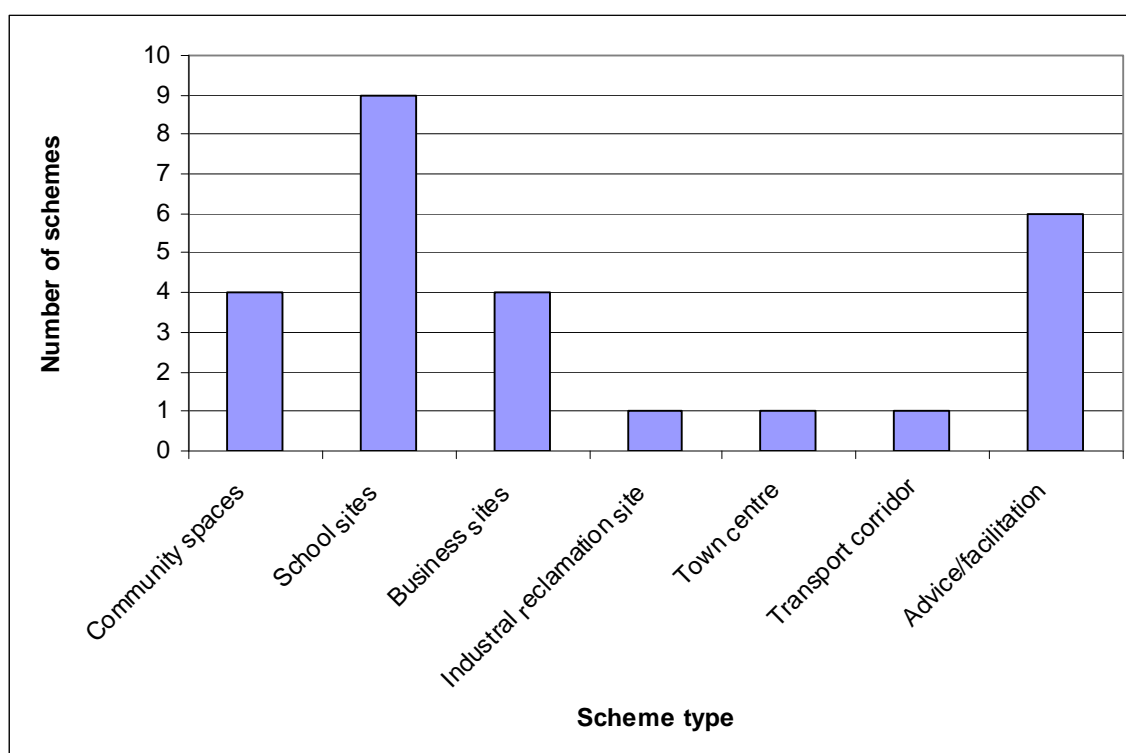


Figure 4: Number and type of Treeregeneration schemes

Project partnerships

In addition to a project manager, each scheme required a formal partnership agreement between FCW and the relevant organisation. As illustrated in figure 5, below, the number of partnership organisations is not many. However, it is evident from data supplied to this review that there was no one point of contact for all projects managed by particular organisations. For example, for the five schemes citing GWF as a partner five different contacts are given as project managers. The Treeregeneration Officer indicates that he felt over-stretched by this approach and it exacerbated the existing difficulties of being based in three separate offices within three organisations. Given the set-up of Treeregeneration these issues would have been difficult to overcome. Thought should be given for future projects on how to manage partnerships effectively with outside organisations. It may well suffice to have additional staff members in place, or by placing a requirement for a single point of contact within other organisations in the Partnership Agreement.

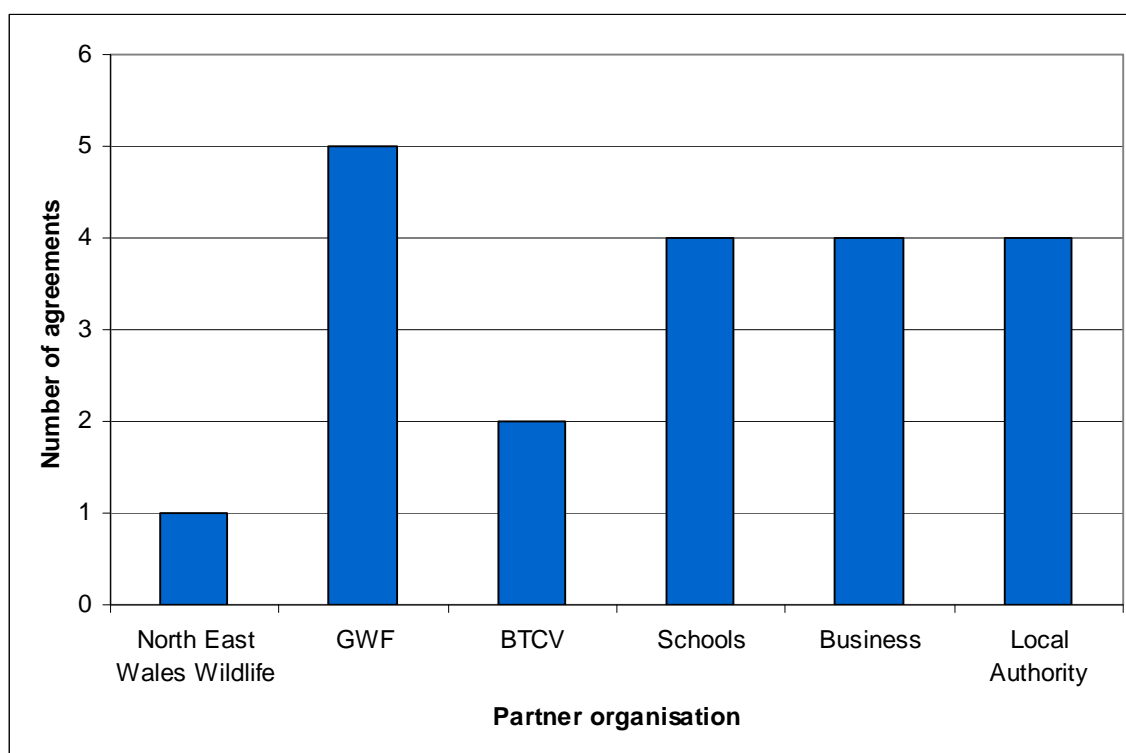


Figure 5: Treeregeneration partner organisations

Additional benefits from partners

As illustrated in figure 4, above, the majority of schemes took place at schools and were often aimed at enhancing the grounds. The most common objective for these schemes was to provide a shaded outdoor teaching area. Whilst the Treeregeneration Officer remained actively involved in these schemes, the involvement of the local Forest Education Initiative (FEI) and/or the FCW Woodlands for Learning Officer was encouraged. Respondents indicate that this additional involvement worked well and resulted in children gaining increased benefits from the scheme than had originally been envisaged.

Similar additionality was created for appropriate projects in the Cydcoed programme through the facilitation of involvement from other relevant organisations, both from FCW units and other bodies. This type of cross cutting approach to provision, involving the ability to signpost to and involve other organisations with appropriate

expertise is highly significant in the successful delivery of benefits and should be understood as adding significant value to schemes and projects.

Types of delivery

The successful delivery of schemes was the responsibility of the project manager. This included the day to day running of the scheme, ensuring delivery to time and budget and that the overall aims of the scheme were achieved. The Treeneration Officer remained responsible for the overall monitoring of all schemes and this took the form of visual inspections and on site meetings. In general monitoring was limited to the planting schemes and their viability and occurred in a three phase cycle: after planting, late spring and at the end of the growing season.

An additional important aspect of the remit of Treeneration was the availability of practical – non monetary – support for urban tree planting schemes. Whilst only six schemes utilised this service, (although informal advice was given to more schemes) respondents indicate it was felt to be a valued and important aspect of the Project. In some instances the advice sought was technical and required silvicultural expertise and in others advice was sought on community consultation exercises or the supervision of planting days. Whilst we recognise that training and development can help staff to acquire skills whilst in post, it is not often that staff members would have both the silvicultural and community development expertise required for this type of provision.

Benefits of flexible support

Those involved in Treeneration indicate that the diverse range of support, both monetary and non, offered to applicants was felt to be appropriate and valuable. More importantly, they feel that this level of support is not available elsewhere and that a single point of contact for expertise on urban greening matters – whether silvicultural or other – is extremely important for individuals, communities and other organisations.

8. Outputs and outcomes

By the end of the delivery phase of the Project in 2008 Treeregeneration had given financial assistance to 20 projects across North East Wales, with non-monetary support given to a further six. Monitoring of these schemes was limited and was based on numbers of trees planted, hectares planted and number of people involved in the tree planting exercises. This data was collated by the Treeregeneration Project officer. Where schemes were managed by BTCV we have been able to cross reference this data with their records.

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

Output	
Number of hectares of urban woodland created	30
Native trees planted	59,300
Non-native trees planted	308
Number of people involved in tree planting	2,200

Table 8: Treeregeneration outputs

The application forms for Treeregeneration funding show a range of expected outcomes from schemes. These are presented in Table 9, below. No baseline data had been gathered prior to the Project commencing and there was no indicator development or monitoring and evaluation over that listed above in Table 5. This means that whilst we can presume, given the nature of the schemes, that outcomes have been beneficial both to the environment and to people, we cannot quantify, or qualify, those outcomes or benefits.

Expected outcome	Number of schemes*
Increase in biodiversity value of green space	10
Improvement in amenity value of green space	10
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	1

Table 9: Treeregeneration outcomes

* Sum is more than total schemes as applicants may have cited more than one outcome on their application

Treeregeneration partners were able to indicate the main expected outcomes from the Project. These can be classified under six main themes:

1. **Improved climate change adaptation:** resulting from the provision of trees and woodlands for shade – particularly pertinent in the school projects. An increased awareness of the importance of tree planting for carbon sequestration purposes.
2. **Improved education and learning opportunities:** the involvement of schoolchildren in the planting and maintenance of trees in school grounds will have increased their understanding of the environment. Many projects involved the provision of outdoor learning areas and the involvement of the

FEI and the Woodlands for Learning Team will have enabled children to benefit further. Informal learning opportunities will also been available for those volunteers taking part in non-school planting schemes.

3. **Improved community cohesion and social well being:** bringing people together through new activities helps create a sense of belonging, creates new networks and friendships and encourages people to interact with others. Involvement in Treegeneration schemes will have brought disparate people together and involved them in team activities, helping to foster a sense of community and belonging.
4. **Increased physical regeneration:** Treegeneration schemes planted 30 hectares of mostly native woodland, making a significant contribution to the regeneration of urban environments.
5. **Improved access to trees and woodlands:** all planting took place in close proximity to businesses, communities or schools thereby increasing the opportunities to access quality green space
6. **Increased native habitat creation:** anecdotal evidence suggests that there are already improvements in the biodiversity of sites

Only longer term monitoring will show whether these outcomes do indeed result from Treegeneration.

9. Key findings and recommendations.

Policy context

This review has highlighted both the strengths and weaknesses of the Treeregeneration pilot project. Although small in scale the Project as a whole has been able to deliver across a diverse range of schemes, partners and environments. Although urban greening is moving up the political agenda in Wales, there is little explicit reference to its benefits outside of the sport and recreation field in current WAG policy and strategy. Whilst the WAG and FCW *Woodlands for Wales* strategy is more explicit in its references to the benefits of trees and woodlands to communities in urban and peri-urban areas, there is still room to strengthen these aims and objectives. Current policy and strategy often separate the rural and urban, yet increased access to trees and woodlands is beneficial to both types of community. Table 1 highlights the cross cutting nature of both Treeregeneration and Cydcoed and illustrates that both projects are as applicable to rural communities as they are to urban ones.

Project processes

Whilst Treeregeneration had overarching aims and guiding principles, it lacked a coherent project plan with specific targets and outputs. Respondents indicate that this was problematic, often leaving the Project Officer to second guess what was required. However, this also allowed for a flexible and dynamic approach to schemes without the Officer being constrained by set targets. The lack of a project plan also resulted in what was in effect an achievement – a wide communication and awareness raising exercise – being viewed and recorded as a negative, having resulted in the loss of the first planting season. We suggest that future similar projects require the development of specific aims, objectives and targets with associated indicators and a monitoring and evaluation plan. This would allow for the collation of strong evidence of the benefits of such a project and the evaluation of those benefits to the people of Wales.

Public perceptions

The communication and awareness raising exercises undertaken at the outset of the Project served to highlight the existing, often negative, attitudes towards trees and woodlands in urban areas and the lack of understanding of the potential benefits of quality green space. Particular resistance was experienced from the business community. Businesses cited a fear that tree cover would exacerbate security issues and contribute to an increase in crime and anti social behaviour. Indeed, businesses with property on the Wrexham Industrial Estate had been advised by the local police force *not* to plant trees or shrubs on site owing to the potential for increased security risks, anti social behaviour and crime occurrence.

Overcoming these ingrained attitudes to urban greening is not something that can be achieved overnight, or even by the implementation of a small scheme such as Treeregeneration. It will take a significant shift in the political agenda in order to begin to tackle such attitudes, coupled with a shift within the operational framework of those responsible for the urban greening agenda in Wales. It points towards a significant need for increased communication, advice and facilitation from those aiming to deliver quality green space initiatives. This would increase understanding of *why* trees, woodlands and other green vegetation are important in both rural and urban landscapes.

Partnership approaches

The way in which each Authority utilised the Treegeneration project was influenced by existing structures. In Wrexham, where Authority owned sites were brought forward for schemes the LA Arboricultural Manager would ensure these sites were then included in the annual planting programme for the County, thereby ensuring long term sustainability of the scheme. In Flintshire little or no budget exists for urban planting and where county owned sites were brought forward for schemes Treegeneration became the means of achieving urban greening, in both financial and practical ways.

The partnership structure between FCW, CCW, WCBC and FCC allowed for the Project to become embedded in the two Local Authorities as well as the parent organisation. This encouraged the formation of important networks and communication channels that otherwise would either have taken far longer to form, or would not have existed. In addition it enabled easy access to existing expertise for both the Treegeneration Officer and for officers from the Local Authority. However this approach did create some tensions. Mainly due to the allocation of Officer time within each geographic area, but also because of 'initiative fatigue' emanating from some departments within the LA resulting in a lack of understanding of the project and a subsequent lack of buy in.

Despite these, the partnership approach was felt by all respondents to be valuable to the project, yet one that could have been strengthened further by a more focussed and targeted approach. The officer time allocation was often cited as a difficulty – not least by the Treegeneration Officer himself – and was particularly pertinent as the project area is geographically large and the funded schemes disparate and widely spread.

Partnerships between Treegeneration and scheme applicants have been cited as short lived and finite and yet were acknowledged to be valuable and worthwhile. The short lived nature of these can be ascribed to the time constraints of the Treegeneration Officer and to the organisational structures of other delivery partners such as BTCV or GWF.

Scheme support

The diverse range of support, both monetary and non, offered to applicants was felt to be appropriate and valuable. More importantly, it was felt that this level of support was not available elsewhere and that a single point of contact for expertise on urban greening matters – whether silvicultural or other – is extremely important for individuals, communities and other organisations.

Project outcomes

The lack of baseline data, indicator development and a programme of monitoring and evaluation makes it difficult to assess the true impact of Treegeneration. Whilst assumptions can be made, in order to demonstrate the efficacy of projects to others it is necessary to collate the appropriate data. The development of these would also have aided the Project Officer in implementation and development of schemes and could have formed part of an overall project plan. Only long term monitoring will reveal whether Treegeneration has been able to deliver social and environmental benefit to communities in North East Wales.

9a. Recommendations

Policy

- Whilst we acknowledge that the *Woodlands for Wales* strategy is currently under review, we would recommend the inclusion of more explicit links to the benefits of urban greening across all the strategic themes.

Project planning

- The lack of a project plan, baseline data, indicators and monitoring and evaluation programme for Treeneration has made it problematic to assess the true impact of the Project. We would recommend that future such projects have these in place prior to commencing.

Project scope

- There is a need for awareness raising and communication to private, voluntary and public organisations and to the general public concerning the benefits of urban green space and in particular trees and woodlands. We would recommend that FCW, as the Assembly body responsible for the woodland estate, consider implementing a programme of awareness raising of these benefits on a pan-Wales basis.
- The types of support offered by Treeneration 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 and individuals or groups. We would recommend that FCW and potential partners consider the opportunities presented by this need and develop an advisory service for the public and private sector that would complement future grant-support programmes.
- Treeneration was limited to two counties in North East Wales whilst other FCW programmes such as Cydcoed have been limited to the Objective One area (West Wales and the Valleys). It is apparent that the type of support and development offered by both Projects would be valued across the whole of Wales. Consideration should be given to a pan-Wales programme with additional focus being placed on highly deprived rural and urban areas.

Funding

- Both Treeneration and Cydcoed demonstrated key strengths in their funding models. We would recommend that future Projects use these strengths to develop a sliding scale of funding that is dependent upon the type of scheme to be funded and, perhaps more importantly, the type of applicant(s).

Staff skills

- We recognise that training and development can help staff to acquire skills whilst in post, it is not often that staff members would have both the silvicultural and community development expertise required for this type of provision. We would recommend that project officers remain the point of contact for schemes, and have expertise in at least one relevant field, but that other experts are utilised to provide tailored advice and facilitation as and when required. Other recommended staff skills are detailed in Table 4.

Partnerships

- Partnership approaches to delivery are key to projects such as Treeneration and we recommend that this approach is strengthened further by FCW.

- Embedding staff in other organisations is normal working practice for many organisations and works well for most, although care must be taken that the agenda of the parent organisation is not subsumed or diluted. We would recommend that the more vertical partnership approaches used by Treeneration be amalgamated with the more horizontal approach implemented by Cydcoed (see page 22). An approach such as this could provide improved inter-organisational working alongside increased opportunities for communities and individuals to participate in local governance issues.
- Potential conflicts of interest could be avoided by including representation from outside the project on the panel assessing grant applications. We would suggest that any grant giving project should request representation of at least two neutral individuals.

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Appendix 1: Treeneration Application Forms



PO'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.....)

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

.....
.....
.....
.....



Business Orientated Scheme

Checklist

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.....)

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

.....
.....
.....
.....
.....

Checklist - Points scores

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

Geographic location

Urban 2
Urban fringe 1

Strategic location

Gateway 10
Prominent 6
Other 0

Area enhanced

<0.25ha 0
0.25 – 1ha 3
>1ha 6

Maintenance agreement

Written 3
Verbal 1

Access

Full - employee 5
Visual – employee 3
Visual - public 3

6. Benefits

Env 1
Social 1
Economic 1
Other 1

7. Employee involvement

2 points for each

8. Match Funding

Cash 2
In Kind 1
Other 1



Community Orientated Schemes

Checklist

The following checklist has been produced to assess a project's suitability for Treegeneration 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

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

Additional comments

**Checklist
- Points scores**

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

Location

Urban 2
Urban fringe 1

Service checks
1 for each

Landowner permission
1 point

Land manager /grounds maintenance acceptance
Written 3
Verbal 1

Access
Full 2
Partial 1
Visual 1
Other 1

6. Benefits
Env 1
Social 1
Economic 1
Other 1

Match Funding
Cash 2
In Kind 1
Other 1

Community involvement
2 points for each

Maintenance
Short-term 2
Long-term 4

Appendix 2: Treegeneration Maintenance Agreement



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 3: Treegeneration Partnership Agreement

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)

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.

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 Treeregeneration urban forestry initiative) in literature and press releases etc published about the project. In all cases, the Treeregeneration 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 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:

Appendix 4: Urban forest governance: summary of a literature review

Governance approaches

1. The urban environment is highly planned and designed. There is a general trend towards **increasing complexity of urban forest planning** and policy which can be extended to a generalisation about urban planning overall. Several studies argue for **more comprehensive** (integrated) planning, and for more **context specific** planning.
2. Each place has particular economic, environmental and political challenges impacting on decision making. Because of this complexity and context specificity, studies emphasise the need for **close ties between research and policy**, including **participatory research**; and for a **step wise process** building up trust and moving from consultation to socially inclusive planning.
3. This in turn calls for wider **stakeholder engagement**. Public participation in urban woodland case studies across Europe depends on factors such as existing controversy, emotions attached to the forest, and perceived dangers, e.g., in terms of threats to the status quo. Policy makers' willingness to involve themselves depends on political interests, on prior experience with public participation processes, and on their trust in the facilitators of the public participation process.
4. **Governance mechanisms** include ownership, grants, licences, prizes, other incentives, peer pressure, social marketing, regulation, planning law, citizen juries, and referenda, and monitoring and evaluation (M&E). The effects of all of these are likely to be culture specific.
5. The academic literature provides very little analysis of **funding mechanisms** and this area appears to be a high priority for research.

M&E, social learning and communication

6. There is considerably more **advocacy** than solid evidence in the literature. Some authors consequently point to a need to treat interventions (e.g. urban forestry projects) as '**real world experiments**' and involve the public in understanding the outcome of ecological restoration projects in urban contexts.
7. Several papers note problems with M&E where **baseline data** is absent.
8. Given the complexity of urban environments (see below) several authors highlight the need for specialist **processes to develop indicators** tailored to the context and stakeholders.
9. The frequent observation that urban contexts must be examined on a case-by-case basis implies a need to **learn horizontally** (i.e. from the experience of neighbouring urban areas). Several studies draw attention to the lack of such learning.

10. **Mapping and visualisation** are widely used tools for eliciting and communicating stakeholders' value, as a focus for engaging and combining stakeholder perspectives and exploring conflicts. Few such studies are reported from urban contexts.

Organisations and their relationships

11. Some authors point to a structural or cultural difference between urban and classical **forestry**. Urban forestry focuses, for example, on the social and environmental values of urban woodlands rather than on wood production and emphasising the importance of communication and power-sharing between stakeholders. This has implications for **foresters' beliefs and attitudes**. One study at least suggests this is not as difficult for foresters as might have been imagined. It showed that urban forestry (in the USA) is well accepted as a community of interest by foresters. Others claim that urban woodland managers continue to overlook the significance of social values and public participation.
12. Several studies highlight the large numbers of local groups that form around urban greenspace.
13. Partnerships and networks are particularly significant in the urban context because of the range of landowners and interest groups. However there is remarkably little literature on how these function, in relation to forestry, or even environmental issues more widely.

Context, place and community

14. There is a large and conflicted literature on 'sense-of-place'. Although now a widespread aspiration of urban policy, some suggest that it can increase social marginalisation.
15. Some of the more analytical studies point out that there is some confusion between understandings of 'place' and 'community'. 'Community' does not map on to 'place'. One of the most obvious characteristics of the urban environment is its social diversity. The values, knowledge, practices and preferences of different cultural and social groups will affect their participation in planning, and the benefits they perceive and experience in greenspace. However this aspect is surprisingly neglected in the academic literature. A few note different preferences of race-based groups in the USA, while others note the need for a specific community strategy, events and activities but this information is so scarce as to defy generalisation.
16. Side-by-side with diversity and social deprivation, urban contexts see the dominance of urban elites (including entrepreneurs) in attempts to regulate landscape and quality of environment.

Knowledge cultures

17. Knowledge cultures are an integral part of governance. Different stakeholders (individuals and groups) have different **knowledge** about their social and biophysical environment. The relevance and validity of this knowledge will vary according to the governance approach. However both local knowledge and social science are often left out of the urban planning or urban restoration discourse. In particular, much of

the literature is based on the 'deficit model' of public knowledge – i.e. the belief that the public lacks appropriate knowledge and that failure to engage, or use greenspace, can be addressed simply by providing more (technical) information about it.

18. Forestry as a whole is not strong on science-policy linkages. It is suggested in the literature that urban forestry is leading the way in this regard, and that research needs are more likely to be defined by **networks** of policymakers, managers and scientists.
19. The interface between social and technical is of heightened interest in the urban context. Several studies highlight the need for better (clearer, more targeted, more tested) **communication of technical guidelines** to decision makers.
20. The urban environment is one where less is known about the effect of change on species distribution and abundance. **Citizen science**, or data about the environment deliberately gathered by non-experts, can play an important role in both engaging stakeholders, and providing bulk information to form the basis for planning.

Ownership

21. There is little academic literature on the public-private divide in relation to urban forestry. "Trees in Towns II" (a report on urban trees in England) suggests that the great majority of trees are on **private land**. Managing ecosystems in residential landscapes requires landowner consent and participation, but there are few studies of policy, practice or social value attached to such trees and greenspace.

Climate change

22. A surprising absence in the urban forestry literature, is the link with **climate change**. Many cities have joined the 'Cities for Climate Protection' movement. Climate change will affect services, assets and infrastructure - from water and waste management, to energy provision. The role of forests in this specifically urban context is made more explicit in the US than in the UK.
23. Several authors conceptualise cities as '**complex systems**' i.e. composed of interconnected parts that as a whole exhibit one or more properties not obvious from the properties of the individual parts. This approach is particularly relevant when considering urban forest governance in the context of climate change (which is itself characterized by uncertainty).
24. Approaches that help to work with complexity and uncertainty include **resilience** (based on habitat connectivity and heterogeneity); and **adaptive co-management** allowing a flexible response to management outcomes, through the combined perspectives of diverse stakeholders.
25. In this connection, authors note that the need for **greater policy integration** in urban environmental governance, and for **closer connections between the natural and social sciences** in analysing the situation.