



## A. Concept Overview

Trees4Croydon is a mass participation and engagement initiative to raise money for tree-planting projects in less advantaged areas of Croydon, and specifically Broad Green and West Thornton. The initiative seeks to deliver 4 benefits from tree planting:

- More equitable access to trees/ green spaces in the borough;
- Enhanced biodiversity;
- Greater carbon sequestration; and
- Cooler neighbourhoods.

The broader benefit is to create greater awareness of the climate, biodiversity and social crisis; and unite the borough in battling this crisis.

The initiative is led by the Croydon Climate Action group, but involves many organisations and individuals in Croydon. Croydon-based organisations include the council, public sector organisations, schools and colleges, NGOs, businesses, and faith groups. The tree planting component that results from this campaign will be managed by Trees for Cities together with the Council.

The focus of this campaign is a 5-week mass participation event, “Get Moving for Trees”, planned from 10<sup>th</sup> June to 15<sup>th</sup> July that will see 1,000s of Croydon citizens and those further afield walking, running, cycling or travelling by wheelchair to raise money for tree planting and unlock 3<sup>rd</sup> party funding.

Trees4Croydon builds on the experience and lessons learned during [Walk2COP26](#) and [Walk2COP27](#), initiatives that the CCA took part in and a CCA member, Sam Baker, led.

## B. Approach

Trees4Croydon is being run over 4 main stages, supported by comms and media.



The first stage, Set-Up, ran for 5 weeks and established the infrastructure, the team and tested the proposition with key constituencies.

The second stage, Organisational Recruitment & Fundraising, ran for 12 weeks and involved outreach to primarily Croydon-based organisations to secure participation and explore funding.



## Trees4Croydon – Concept Note

*A Croydon Climate Action Initiative*

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The third stage, Get Moving, runs across 12 weeks and includes the 5 weeks of mass-participation activity.

The final stage, Project selection and initiation, will run for 13 weeks and involve liaising with Trees for Cities and the Council to ensure the site selection, tree planting and maintenance are set up appropriately.

Comms and media activities will be run throughout the period.

### B1. Set-up

**People and partners:** establish the team, outlines roles, research and reach out to key supporting partners which will include the council, Croydon councillors and MPs, the Croydon and Sutton GLA member, major Croydon-based businesses, and NGOs operating in the same space.

**Testing:** reach out to key constituencies in the borough to test the concept and get input.

**Systems:** establish which systems are needed and protocols including data privacy for each. These should include email, meeting management, relationship management with all organisations, a walking route app, the app to use during “Get Moving” covering both the moving and fund-raising components, and social media.

**Structure:** the CCA is not a legal entity, and so this initiative is being run under Change Drivers, Charity number: 1181920. 2 CCA members are Change Drivers trustees.

### B2. Organisational recruitment & fundraising

Develop media presence and participation packs to support outreach.

Build a database of primary targets and contacts and allocate outreach. The database needs to cover major organisations in the borough including the council, public sector organisations, schools and colleges, NGOs, businesses, faith groups, Trade Unions.

Meet as many potential participating organisations as possible virtually, face to face, bilaterally and in groups e.g. via the business associations and seek their commitment to participate, to fundraise during participation, and to sponsor milestones. Participating teams will be encouraged to plan their own activities during our “Get Moving” event e.g. mass participation in a park run.

Motivations to participate include:

- Support for our key objectives;
- Employee or network engagement in this purpose-orientated, social and environmental initiative; and
- Promotion of an organisation's own related goals and programmes.

There are 4 main ways that we are exploring to raise funds:

- Grant sponsorship;
- Corporate sponsorship;
- Participant donations; and
- The sale of Croydon Community Lottery Tickets.



Sponsors' names will be visible in the progress reporting and social media presence developed in the run-up and during Get moving for Trees.

### **B3. Get moving for Trees**

Develop media presence to expand interest in the borough. Provide clear and explicit instructions for teams and participants to both register and participate in Get Moving for Trees. Build a media toolkit for teams and participants to promote participation within their own networks.

Open registration and encourage participants to plan the way they engage, including setting up their teams, and setting team and possibly individual targets for miles travelled and funds raised.

Operate the 5-week event, with teams competing internally and between each other both in terms of distance travelled and funds raised. Encourage participants to post their own progress on social media. The event will start on the 10<sup>th</sup> of June which is the first day of the Great Big Green Week.

### **B4. Project selection and initiation**

Work closely with Trees for Cities and the Council to ensure there's an effective plan for planting and maintaining trees with the funds we have raised in West Thornton and Broad Green.

Project details will be announced in this period, although planting may not take place until the following planting season (2024).

### **B5. Comms and Media**

Build a plan specifying which platform to use and for what e.g. web presence, IG, FB, LI.

Develop links with local and national media to build interest and support.

Build assets e.g. websites and platform pages and operate to support the other activities.

## **C. Illustrative Ambition**

Event participation: there are c. 400,000 residents in Croydon. We aim for 1% of residents = 4,000 participants. Participation is not confined to residents e.g. there might be a friends and family team with family from outside Croydon, or a business based in Croydon but whose employees work elsewhere.

Participant activity: if 50% of the participants travel 40 miles over 5 weeks = 80,000 miles walked. 50% of participants raise £10 each resulting in £20,000.

Tree fund: 6 businesses provide an average of £2k resulting in £20k. Businesses and other organisations will sponsor 10k milestones, with funds unlocked as distances are reached.

Grants: application for matched funding and absolute grants being made from e.g. the RSA and the Viridor fund.

Matched funding: the Aviva Community Fund and Trees for Cities provide match funding.

The total funds targeted = £84k which, at an average of £600 per tree (number from Croydon Council) which includes 2 years of watering = c. 140 trees.



## D. Organisation

Croydon council are currently running a scheme as noted above together with Trees for Cities and one of their initiatives: Trees for Streets. We will explore close collaboration with that scheme to avoid duplication and maximise synergy.

The CCA, together with the Croydon Voluntary Sector Alliance and Croydon Green Network will lead this initiative.

Leonie Osborne and Sam Baker will lead from the CCA, and are both trustees of the charity Change Drivers that this initiative will be run under.

## E. Costs

All software and social media costs including an upfront cost for atlasGO will be met by private funding.

AtlasGO charge \$2 per user. Users will be asked to contribute at least £1 which will defray this, with the rest being met via other donations.

Trees for Cities and the Council include their own administrative charges within the cost per tree and as a proportion of monies raised.

All people input is expected to be voluntary.

**If interested in getting involved in any capacity please get in touch with Léonie Osborne ([mhealth1@aol.com](mailto:mhealth1@aol.com)) or Sam Baker ([sambaker@impactstrategy2030.com](mailto:sambaker@impactstrategy2030.com))**