



A. Concept Overview

Trees4Croydon is a mass participation and engagement initiative to raise money for tree-planting projects in deprived areas of Croydon. 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.

Indirect benefits from the initiative include: greater awareness of the climate, biodiversity and social crisis and nature-based solutions; and greater cohesion in the borough in battling this crisis.

The initiative is led by the Croydon Climate Action group, but will involve many organisations and individuals in Croydon, and will seek advice and assistance from those involved in analogous activity. Croydon-based organisations include the council, public sector organisations, schools and colleges, NGOs, businesses, and faith groups. Organisations to reach out to for advice and assistance include Friends of the Earth, Trees for Cities, Trees for Streets, England’s Community Forests, Tiny Forests and the Woodland Trust.

Trees4Croydon will run over the year, with the key activity being a 5-week mass participation event, “Get Moving for Trees”, planned from 10th June to 15th July that will see 1,000s of Croydon citizens walking, running, cycling or travelling by wheelchair to raise money for tree planting and unlock 3rd party funding. On completion of this event, proposals for tree planting will be evaluated and initiated.

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 will run over 4 main stages, supported by comms and media.



The first stage, Set-Up, will run for 5 weeks and will establish the infrastructure, the team and test the proposition with key constituencies.

The second stage, Organisational Recruitment & Fundraising, will run for 12 weeks and involve outreach to primarily Croydon-based organisations to secure participation and funding pledges.



The third stage, Get Moving, will run across 12 weeks and include the 5 weeks of mass-participation activity.

The final stage, Project selection and initiation, will run for 13 weeks and involve the identification, selection and initiation of tree planting projects.

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.

Seed funding: seek and secure c. £4k to allow us to buy licenses for the software we need.

Structure: the CCA is not a legal entity, and so we will run this initiative under Change Drivers, Charity number: 1181920. 2 CCA members will become Change Drivers trustees to ensure alignment.

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 them 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 3 main ways for 3rd party organisations to provide funds:

- Sponsor a (their) team;
- Sponsor a milestone, milestones will be set every 10,000 miles; or
- Provide unconditional named or anonymous funding.



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. A key feature of this communication will be the promise of trees planted for miles walked. 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 10th of June which is the first day of the Great Big Green Week.

B4. Project selection and initiation

Establish a committee for the evaluation of tree-planting ideas and proposals. This needs to include local, involved people as well as experts. This is likely to be working closely with Trees for Cities and Trees for Streets who are both involved in the Croydon Council scheme.

Gather and generate ideas and proposals.

Assess and select ideas and proposals. In some cases, funding might be hypothecated.

Initiate projects, which might in many cases be the distribution of funds. Projects will be announced in this time 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 75% of the participants travel 40 miles over 5 weeks = 120,000 miles walked. 50% of participants raise £50 each resulting in £100,000.

Tree fund: 12 businesses provide an average of £5k resulting in £60k. Businesses and other organisations will sponsor 10k milestones, with funds unlocked as distances are reached.

Matched funding: Trees for Cities provide match funding.



Trees4Croydon – Concept Note

A Croydon Climate Action Initiative

The total funds targeted = £320k which, at an average of £500 per tree (number from Croydon Council) which includes 2 years of watering = c. 640 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

Seed costs of c. 3 - 4k are required to secure the walking app, licenses for zoom, and other software costs e.g. web space, emails, shared drives, domain names (all normal extensions available for Trees4Croydon except .co.uk).

The app will also attract a user fee of under £2 per head which will feature as a ticket price on registration.

All people input is expected to be voluntary.

F. Next steps

Discuss this concept note with key constituencies e.g. the Council, Trees for Cities, Trees for Streets and the CCA and refine.

Write a proposal note for participating organisations.

Build a list of priority organisations and discuss with 2 organisations from each category.

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