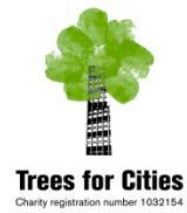


Green City
Toward the Cities of the Future
City of London

Sharon Johnson
Chief Executive, Trees for Cities



Good morning
Thank you Mark



Trees for Cities was set up in 1993 by a group of young Londoners who wanted to introduce a tree planting programme to match that of the Victorians.

The first trees planted were along Westminster Bridge Road.

These trees now help soften the landscape and help combat pollution levels.

However since then, we have learnt that planting trees is only part of the solution

Local people need to be involved in the planting if it is to be successful



This is Annamaria, she is a local resident who lives in a street in a deprived part of south London.

She has been working with us to encourage people, like her, to campaign for more trees in their street.

When we met her, she was compelled to meet her friends at the station rather than to allow them to walk down her street on their own.

Violet Road

- VioleNt Road
- Unwelcoming street with little character



On one occasion as the friend entered the top of her street she stops and looked ahead and said 'violet road' I think there's a letter missing there shouldn't it be 'violent road' Annamaria knew exactly what she meant
The road did look Violent
It had little greenery – it was unwelcoming with little character
No one used the road, it wasn't valued by the local residents



It was blighted by anti-social behaviour and graffiti
Perfect ground for criminal activities which created fear of using the road
A vicious cycle of desolution



Annmaria heard about the work of TfC and our Trees for Streets campaign and together with other residents on the street, we planted some trees

We involved residents by undertaking

- Door to door surveys about trees
- Gave people choices about where trees should go, species of trees
- We did educational workshops with the local schools



- They got involved in planting ceremonies – helping to plant the trees. bringing together local councillors, business people and local residents



We also bringing together local councillors, business people and local residents



By making the road look softer and less threatening, people now use it.
The street now has a sense of identify – it is a green, pleasant area where people meet and talk to each other

Lack of community involvement

- People don't feel ownership of their community spaces and streets
- People feel detached from their local environment



This story is typical of the issues we face in many deprived parts of London particularly where there is a lack of community involvement

Many people don't feel ownership of the places they live

- they aren't involved in decisions about their streets

-community spaces undervalued by govt, society and so by the people who live on them

They become detached from their local environment

- people don't stop and talk or use their streets

- results in graffiti, vandalism and crime

A vicious cycle for desolation

Lack of funding

- Street trees are expensive
- Difficult to fundraise for
- Engaging people can make it seem even more expensive



And there is the issue of funding improvements in our community spaces and streets
Street tree planting in London is one of the most expensive tree planting programmes to undertake

-500 Euros compared to 5 euros for a woodland tree

It is also one of the most difficult programmes to fundraise for as the cost per tree is so high

- Typically for our projects we raise 20% of our funding from Govt with the remaining coming from trusts, foundations, individuals, businesses etc, but not for streets trees
 - We were finding that individuals and businesses weren't prepared to pay this
- Engaging involve people in the process can make it seem, at first, even more expensive, particularly when working in the deprived parts of the city
- English may not be their first language so you may need translators
 - people may not initially be interested so you need to undertake door to door surveys and speak to people one on one
 - There are anti-social issues in the area which often seem more immediate issues for them to deal with, which seem more important

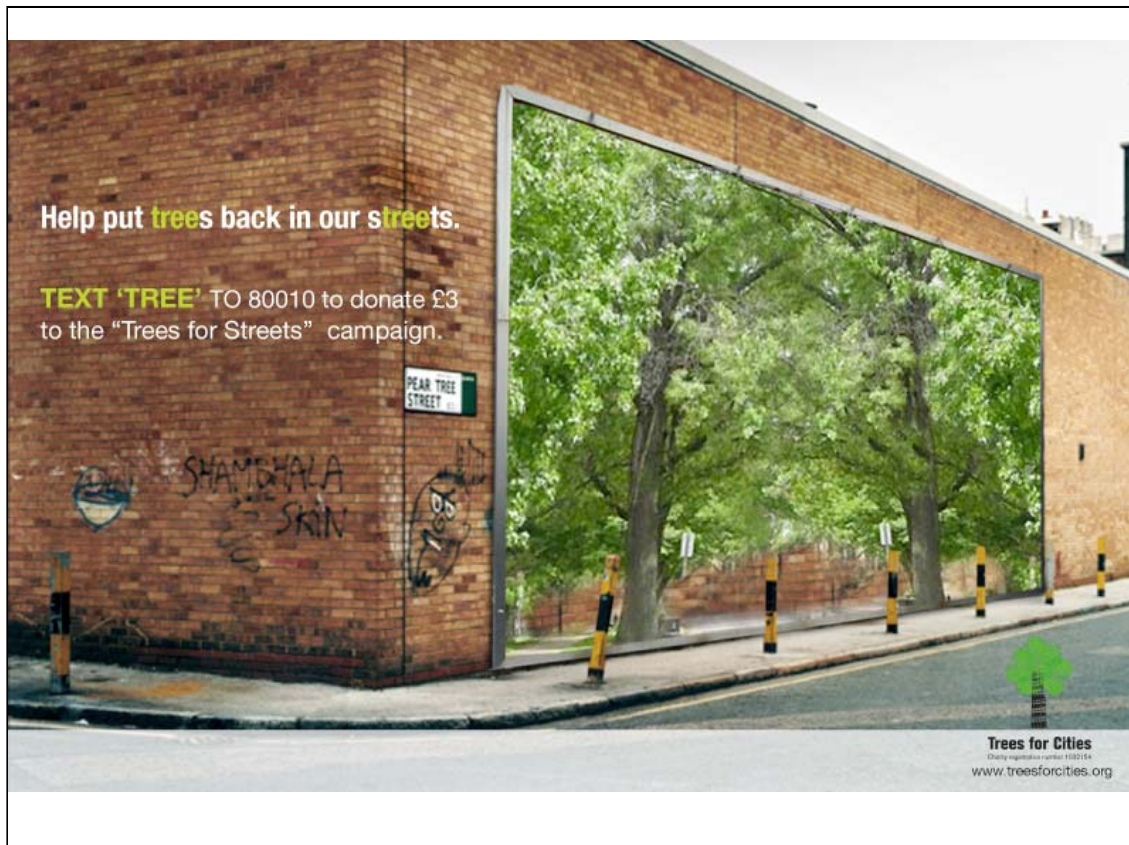
Trees for Streets

- Lobbied the London Mayoral candidates
- £4m and 10,000 new street trees
- Involvement of local people



To address these issues, in 2008 at the time of the new Mayoral elections we developed a manifesto and lobbied all the mayoral candidates about the need for investment in London's street trees. When Boris Johnson became mayor

- He pledged to provide £4m to planted 10,000 new street trees
- He pledged to involve local people in the programme, a key element for ensuring the long term sustainability and survival of the trees



As part of this campaign we launched a marketing campaign to raise the awareness among the general public of the need for more street trees and to raise some match funding

- in-kind support from media partners including radio, publications and advertising companies
- Businesses pledged support
- Undertook community fundraising



- Fundraising events – such as our tree-athon event with is a 5km

Greater sustainability

- Greater social cohesion
- Improved survival rates
- Opportunities for private investment



By including the involvement of local people in the street tree planting programme, the project is much more sustainable in the long term

Greater social cohesion

- Greener streets mean people use them more
- Helps reduced crime rates - less vandalism, graffiti
- People take ownership and help maintain the trees

Improved tree survival rates – 95% compared to national average 75%

Opportunities for private investment from individuals, trusts, businesses etc to match fund government funding

Making it cheaper in the long term than merely just planting the trees

Thank you

Sharon Johnson
Chief Executive, Trees for Cities



Thank you

Show short film about Trees for Cities and people being the inspiration behind our work.