SCHOOL STRATEGY 2022-2025
STRATEGIC ACTION PLAN

TREES FOR CITIES

TREES FOR SCHOOLS STRATEGIC GOAL:	BECOME NATIONAL LEAD FOR TRANSFORMING URBAN SCHOOL GROUNDS INTO LEAFY GREEN OASES FOR CHILDREN'S HEALTH AND WELLBEING					
TREES FOR SCHOOLS STRATEGIC OBJECTIVES	**ACTIONS YEAR 1 (22-23)**	**LEAD TEAM/S**	**ACTIONS YEAR 2 (23-24)**	**LEAD TEAM**	**ACTIONS YEAR 3 (24-25)**	**LEAD TEAM**
Create a sustainable, replicable model that optimises the design and use of urban school playgrounds for children's physical health and mental well-being.	Deliver 34+ projects across England and Wales, partnering with primary schools and impacting 13,500+ children	Development Projects	Deliver 34+ projects across England, Wales and Scotland, partnering with primary and secondary schools and impacting 13,500+ children	Development Projects	"Deliver 34+ projects across England, Wales and Scotland's primary, secondary and special schools and impacting 13,500+ children * * this would impact 40,000 over three years (22-25), 15,000 more than planned 25,000 in organisational strategic goal"	Development Projects
	Secure £1.4M+ programme income	Fundraising	Secure £1.5M+ programme income	Fundraising	Secure £1.6M+ programme income	Fundraising
	Develop and deliver 3-5 Healthy Playground pilot projects including interventions that mitigate effects of climate change e.g. trees for shade, flood mitigation, biodiversity etc.	Development Projects	Review Healthy Playground delivery and impact and finalise model for scaling up across UK	Impact Development	Develop and deliver special school projects	Development Projects
	Identify national scaled up long term funding sources including Local and National Government, Multi Academy Trusts, Trusts, Foundations and Corporates	Development Corporate	Develop and deliver pilot secondary school projects	Development Projects		
			Develop and apply new skills and knowledge including flood management design, secondary curriculum, special educational needs engagement and Welsh and Scottish curriculum	Engagement Design		
Continue to develop and refine our established models of delivery, particularly the multi award-winning Edible Playgrounds programme.			Research and apply for Trees for Cities to become CPD training provider	Engagement	Secure external validation e.g. LotC Quality badge/ Award	Development
Bridge the gap between our school programme and the charity's core urban forest programme by planting trees in schools and rolling out into towns and cities across the UK.	Develop 'Trees in Schools' through Trees for Climate Action programme in Bradford and Glasgow and IG funded programme in London	Development	Review and evaluate Trees in Schools delivery and impact and finalise model for scaling up across UK	Impact Development	Align Trees for Schools with Trees for Streets	Development Trees for Streets
			Build on Trees for Climate Action and Trees in Schools to develop more partnerships with school and community tree planting in Bradford and Glasgow	Development Projects		
Develop Growing among Trees as a robust complementary programme of school engagement to support and promote the sustainability of our delivery programmes.	Create holistic Healthy Playgrounds, climate adapted playgrounds and Trees in Schools engagement programme	Engagement	Integrate Trees for Schools with Community Engagement sub strategy	Engagement Development	Further develop special educational needs resources	Engagement
	Create resources for Welsh curriculum and translated into Welsh	Engagement	Pilot and evaluate 'hub' teacher forum in Wales before scaling up to other regions	Engagement	Create resources database	Engagement
			Create resources for Scottish curriculum	Engagement		
			Create secondary school resources	Engagement		
Identify a suite of services that can be delivered as standalone services in their own right, or be integrated as part of our on-the-ground delivery projects.	Market research for standalone services (include Schools, Local Authorities)	Development	Set up Business plan	Development	Scale up and roll out standalone services	Development
Ensure robust processes that provide effective, transformational change in urban schools where there is often limited space, pupils from a diverse range of communities, and high deprivation.	Establish most effective use of new organisational databases/systems (implicit, donorfy, salesforce) to ensure smooth development, finance, funding and monitoring and evaluation processes	Development Impact Finance Database Coordinator	Develop regional partnerships that utilise local delivery partnerships, are scalable, flexible, efficient and respond to changing needs	Development		
			Assess income streams and review school income ask	Development		
Establish a robust framework to monitor and evaluate the impact of our school programmes as a collective whole.	Establish Trees for Schools monitoring and evaluation framework and processes	Impact	Establish yearly process for Trees for Schools data collection, review, evaluation and reporting	Impact		
	GI4RAQ (Green Infrastructure for Roadside Air Quality) established as evaluation tool	Development				
Develop a new campaign to amplify the voice of children and young people and promote schools as 'green oases' within the community.	Communicate Trees for Schools clearly on website and in all external communications	Marketing and Communications	Use community engagement strategy to set how youth voice is incorporated into Trees for Schools including youth panel (top down) and co-design (bottom up)	Engagement	Create and promote children's campaign toolkit	Engagement M&C

SCHOOL STRATEGY
PROJECTS PLAN

TREES FOR CITIES

PROJECTS	Cost/Project	22-23			23-24			24-25			Future direction (3 years)
		No of projects	Cost	Locations	No of projects	Cost	Locations	No of projects	Locations	Cost	
Healthy Playgrounds, including climate adapted playgrounds	£50,000	5	£250,000	London	8	£400,000	Cardiff, Portsmouth, London	10	Cardiff, Portsmouth, London + other strategic priority cities	£500,000	Grow
Healthy Playgrounds, including climate adapted playgrounds (large)	£100,000	1	£100,000	London	2	£200,000	London	3	London	£300,000	Maintain
Edible Playgrounds	£40,000	15	£600,000	London, Bradford, Cardiff	8	£320,000	London, Bradford, Cardiff, Glasgow	4	London, Bradford, Cardiff, Glasgow + other strategic priority cities	£160,000	Reduce (but incorporate elements of Edible Playgrounds into Healthy Playgrounds so that we deliver organisational target of 250+ in total)
Planting Healthy Air	£50,000	4	£200,000	London, Bradford	4	£200,000	London, Bradford	4	Bradford, London	£200,000	Maintain
Trees in Schools	£15,000	9	£135,000	London	12	£180,000	London, Portsmouth, Glasgow	13	London, Portsmouth, Glasgow + other strategic priority cities	£195,000	Grow
Core costs - resources, advocacy etc	N/A		£115,000			£100,000				£100,000	Maintain
Sub total						£1,400,000				£1,360,000	
Inflation 7% and 3%*						£100,000				£145,000	
Total		34	£1,455,000		34	£1,500,000		34		£1,600,000	

*based on January 2023 OECD forecast

SCHOOL STRATEGY
INCOME PLAN

TREES FOR CITIES

PARAMETERS/ INCOME

	2022/23	2023/24	2024/25	
National Government e.g. Department for Education, Natural England, Natural Resources Wales	£25,000	£50,000	£75,000	Increase
Local Authorities e.g. Bradford, Cardiff, Greater London Authority, Glasgow, Enfield	£400,000	£400,000	£400,000	Maintain
Multi Academy Trusts	£0	£10,000	£10,000	New
Standalone services (Schools/ Local Authorities)	£0	£10,000	£15,000	New
Schools delivery package (Schools)	£175,000	£155,000	£125,000	Decrease
Trusts/Foundations - large grants e.g. Kusuma Trust, Esmee Fairbairn, Ludlow Trust, National Lottery Climate Action Fund, Thameswater, The Mohn Westlake Foundation	£200,000	£300,000	£400,000	Increase
Trust/Foundations - Small grants e.g. All Saints Educational Fund, Awards for All, Movement for Good, Sovereign Healthcare fund, Span Trust	£125,000	£125,000	£125,000	Maintain
Corporate e.g. Bloomberg, BUPA, Clear Channel, IG, MOJU, TMHCC	£425,000	£425,000	£425,000	Maintain
Individuals / Other unrestricted	£50,000	£50,000	£25,000	Decrease
Total	**£1,400,000**	**£1,500,000**	**£1,600,000**	

SCHOOL STRATEGY
PRIORITY LOCATIONS

TREES FOR CITIES

REGIONS	STRATEGIC TOWNS AND CITIES WHERE WE DELIVER TREES FOR SCHOOLS	OTHER PRIORITY TOWNS/CITIES FOR DEVELOPMENT
South East and Midlands	**01**–London: Including Barking and Dagenham, Ealing, Enfield, Haringey, Kensington and Chelsea, Lambeth, Lewisham, Newham, Redbridge, Southwark, Tower Hamlets and Westminster	
	02–Reading	
	03–Portsmouth	
Yorkshire and the Humber	**04**–Sheffield	**16**–Calderdale
	05–Bradford	**17**–Scarborough
North West	**06**–Manchester	**09**–Newcastle
	07–Liverpool	**10**–Sunderland
	08–Blackpool	**11**–Nottingham
North East	**09**–Newcastle	**09**–Newcastle
	10–Sunderland	**10**–Sunderland
East Midlands	**11**–Nottingham	**11**–Nottingham
	12–Leicester	**12**–Leicester
West Midlands	**13**–Birmingham	**13**–Birmingham (inc Sandwell)
		18–Coventry
Scotland	**14**–Glasgow	
Wales	**15**–Cardiff	**19**–Rhyl
		20–Wrexham
		21–Newport
		22–Bridgend
		23–Port Talbot/Neath