



Our year in the woods
2017



**WOODLAND
TRUST**

The Trust invested more than ever in woods and trees in 2017. Our chief executive **Beccy Speight** picks out her highlights



Last autumn we revamped our range of sapling packs to help get the whole nation planting – and the phones went crazy. There was a moment when I thought: where on earth are we going to find all these trees? It was just one highlight in a special year for the Woodland Trust – a year when the case for woods and trees became deafening, and I sensed a real groundswell of public support building behind our cause.

We did more with farmers, more with schools, and took our message to the streets, with a major new drive to champion trees in urban Britain. We invested a record-breaking £50.8 million in creating, restoring and protecting the nation's treescape, and every tree we planted was sourced and grown in the UK, an important new safeguard against tree disease. And by teaming up with a network of nature-loving partner agencies, we are now working at landscape scale to enrich whole swathes of degraded countryside.

The next six pages can only skim the surface of a year when the Trust grew bigger and worked harder than ever for woods and wildlife. And with record numbers of members and volunteers behind us, there is so much more to come. I want to thank everyone reading this for your invaluable support: we can't achieve anything without you.

Local heroes, Stornoway

I'll never forget my exhilarating trip to the Outer Hebrides in August. I met community stalwarts who've set up their own wind farm, generating enough to fund almost £300,000 worth of tree-planting with the Trust. Lovely, gutsy folk and so inspirational – it's a story straight out of the movie *Local Hero*. Our work with crofters across the Highlands and Islands is going great guns, and reflects one of our big themes in 2017: to get saplings planted in every corner of the UK.

Trunk call, Westminster

From my first phone call with Michael Gove, I knew this was someone who got our agenda. The Trust's influence rocketed in 2017: it began with government pledging stronger safeguards for England's ancient woodland and ended with Mr Gove promising to overhaul countryside grant regimes and deliver a 'green' Brexit. Our talks with his counterparts in Wales and Scotland continue. Farmers are starting to get on board too: in June we hosted more than 200 at a major agroforestry conference, and I sensed a real sea-change in favour of farmland trees.

Talking trees, Cumbria

I've hugged a few trees but never chatted to one – until I went to Great Knott Wood near Windermere. Our new sound installation there has the great Brian Blessed welcoming visitors in the guise of a venerable old yew. It's an example of the imaginative ways we encouraged new audiences to enjoy our woods in 2017. More than 120,000 people have downloaded our brilliant tree identification app for smartphones, and Skipton Castle Woods became our second 'destination site' to win an official stamp of quality from VisitEngland.

People power, Lincoln

The unveiling of the Tree Charter in November felt really momentous. We met as the sun rose over Lincoln Cathedral, then watched 800 revellers gather to celebrate this landmark document, which embeds woods and trees back at the heart of British society. More than 125,000 people have already put their name to the charter's principles, but to me it feels like just the beginning. We've signed up 500 'charter branches' nationwide – volunteers who will plant and protect trees in their localities for years to come.

Tree-mageddon, Sheffield

One sadness last year was the disastrous mass tree-felling by Sheffield City Council. I was very moved by the art show we organised with residents there – pictures of their favourite trees marked for the council's axe. The controversy helped to galvanise the Trust's new £500,000 drive to enhance Britain's urban treescape. Cities like Leeds and Belfast are on board, we've mailed 500 street-tree kits to community groups, and the Government has responded by pledging to plant a million saplings in towns UK-wide.

Walking home, Dorset

My wildlife highlight of 2017 came on holiday. To mark my 50th birthday I spent a week walking 'home' along the River Stour, tracing it from a muddy puddle at Stourhead to the bobbing boats at Christchurch Quay. Kingfishers flashed everywhere, but my favourite was the otter I saw fishing for its breakfast. The Trust has worked to restore riverside habitats on the nearby River Frome, and everywhere from Sussex to the Scottish Borders, so it was wonderful to witness first-hand how wildlife can benefit.

Reflections

Milestones

From osprey TV to world-beating bluebells, 2017 was an action-packed year for the Trust. Here is a flavour of some key achievements – in numbers



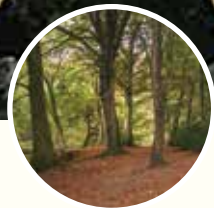
140

Hectares of windswept Welsh scenery the Trust snapped up at Bwlch Corog near Aberdyfi. The site cost £350,000, almost half coming from our wonderful members and supporters. Hillsides there will be colonised by native trees, creating an exciting new Cambrian Wildwood. The 632ha of land we bought in 2017 also included one of the UK's finest bluebell woods, at Kinclaven in Perthshire.



21

Tree nurseries we signed up to our pioneering UK Sourced and Grown scheme, which guarantees every sapling we plant is born and bred in Britain. It should prove a vital tool against imported diseases like ash dieback – and the Trust has ordered a gobsmacking 9.4 million trees to arm us for the next three planting seasons.



£1.9m

The Heritage Lottery grant awarded to the Smithills Estate outside Bolton, our largest site in England. The windfall means we can begin reviving its 690 hectares of pasture, woods and moorland. We'll plant 130,000 trees, open hiking and biking trails, and set up a social enterprise hub to reconnect locals with this undervalued landscape on their doorstep.



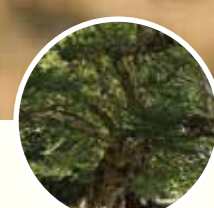
205,000

Visits to our online 'nest-cam' starring the ospreys of Loch Arkaig. The exploits of Lonesome Louis went viral – especially after he finally found a mate and they got busy rearing a chick. Our astounding new Caledonian pine forest, near Fort William, is well on the way to restoration, and Osprey TV will return for a new season this spring.



1,182

New schools that joined our Green Tree Schools Award scheme, inspiring youngsters to love and care for nature. A £550,000 award from players of People's Postcode Lottery took this vital work into a new stratosphere in 2017 – and all told, the Trust sent almost a million free trees to schools and community groups nationwide.



6,287

Hectares of damaged ancient woods that are back on the road to health after the Trust outstripped its restoration targets. A project backed by the Heritage Lottery Fund reached its climax in 2017, having mapped around 10% of the UK's woods degraded by conifer plantations, so they can be converted back to biodiverse broadleaf habitat.



15,247

Trust supporters who backed our call for watertight protection for the UK's imperilled ancient woodland. In England, a Housing White Paper promised tighter controls against development, while the government in Wales agreed to look at beefing up safeguards for ancient and veteran trees. Your messages demanded they go further.



2.7m

Records stashed in the database of Nature's Calendar, our enormous citizen science project to track the impact of changing climate on Britain's flora and fauna, from bluebells to butterflies. We gave the scheme a digital makeover in 2017, and our 3,000 volunteer nature recorders are part of one of the biggest biological surveys on the planet.

Overview

Surveying all the stats from the Trust's record-breaking year

£8.1m

Membership

Trust membership continues to go up – we had over 241,800 members by the end of 2017. More than 56,000 of those are family members, who get to enjoy our inspiring suite of Nature Detectives activities for children.

£15.4m

Legacies

Gifts in wills dropped back by £6.5m on 2016, largely because of the truly exceptional £9.1m legacy we received that year. Legacies still account for more than a third of the Trust's income and each one, whatever the size, is invaluable to our work. Last year a single gift enabled us to buy one of Scotland's finest bluebell woods at Kinclaven in Perthshire, alive with cuckoos and red squirrels.

£6.6m

Other income

One star supporter here was People's Postcode Lottery, which has backed the Trust since 2010. Its players gave almost £2.5m in 2017, money which underpins our vital work with urban communities and schools.

£45.2m
Income

£4.3m

Public donations

Generous folk dug deep for the Trust once again in 2017 – notably in Kent, where £750,000 flooded into our appeal to buy 47 hectares of overgrazed pasture beside our popular woods at Hucking. That land will now be coaxed back to health for nature. Across the board, the Trust recovered £1.8m in tax thanks to our supporters ticking the gift aid box – every penny helps!

£5.8m

Companies, trusts and landfill tax

This chunk of our income saw a healthy boost last year – up by more than 10% on 2016. Corporate partners including Sainsbury's, Yorkshire Tea, IKEA and Premier Paper contributed £2.6m in all, and there was £400,000 from Biffa Award to help us transform our site at Smithills in Greater Manchester.

£5m

Grants

Our grant income rose by more than 50% in 2017, to a record £5m. Instrumental in that was the Heritage Lottery Fund, whose grant to the Smithills Estate took the National Lottery's contribution to Woodland Trust causes past the £30m mark since 1994.

£14.4m

Restoring woodland and other habitats

Our work to restore wildlife-rich broadleaf woodland to its former glory moved on apace last year, both on our own sites and in partnership with other landowners. We spent an extra £1m in this area, and our hard-working foresters smashed their 4,000-hectare target for restoration by more than 50%.

£12.2m

Protecting native trees and woods

Our efforts to safeguard Britain's ancient woods and veteran trees ramped up hugely, with spending rising by a third as our campaigns team tackled 245 new cases of woods under threat from inappropriate development. We scored some big successes, including saving Raithwaite Plantation in Whitby, and spent £2.5m adding ancient woods to our estate. In all, more than 25,000 supporters joined us to speak up for nature in 2017.

£16m

Creating woods and places rich in trees

Our investment in planting trees leapt by almost £3m in 2017. We planted 2.5 million trees, which included 1,345 hectares of woodland (30% ahead of our goal) and thousands of tree packs for schools and communities. We spent £3.1m buying woods and land ripe for woodland creation – up from £2m in 2016. That included £670,000 to extend our showpiece site at Tring Park in Hertfordshire.

£8.2m

Cost of generating funds

This figure includes investment in recruiting new donors: Trust fundraisers reached out to more than 20,000 people in 2017, and inspired another 1,700 to become members. Every £1 spent on fundraising brought in £4.17 in return.

£50.8m
Expenditure

- £5.6m

Income less expenditure

We purposely spent more than our income in 2017, dipping into reserves to advance our programme. We spent 82p in every £1 on our charitable objectives. Over 5,000 volunteers gave 250,000 hours with an estimated value of £2.2m. Thanks so much!

These income and expenditure figures were extracted from the full audited and unqualified accounts for the year ended 31 December 2017. Copies can be obtained from woodlandtrust.org.uk or by applying to the Trust's head office in Grantham. The annual accounts have been submitted to the Charity Commission, the Office of the Scottish Charity regulator and Companies House.



We are grateful to the following organisations and individuals who have kindly supported the Woodland Trust during 2017

Partners

£5,000 or more

Asendia UK Ltd
Aviva plc
AXA UK PLC
Bettys & Taylors of Harrogate Ltd
CFH Total Document Management
CNG Ltd
Disney Store Ltd
Divine Chocolate Limited
Dorset Cereals
DoubleTree by Hilton
Elmwood Design Ltd
Eurostove Limited
Forthglade Foods Ltd
Golden Charter
GVA
Hammonds Furniture Ltd
IKEA Ltd
Intertissue Limited
Investec Asset Management
Kent Downs AONB and AONB partners
Kernow Coatings Ltd
Konica Minolta Printing Solutions
Lakeland Limited
Marks and Spencer plc
Mint Velvet
Nationwide Building Society
Next plc
Oakman Inns & Restaurants Ltd
Pearson Plc
Players of People's Postcode Lottery
Premier Foods
Premier Paper Group
Pur Projet
Robert Walters Operations
Sainsbury's
Shanly Homes Ltd
Sofidel UK
The Co-operative Banking Group
TKMaxx
Unilever UK Ltd
Waitrose Ltd
Western Provident Association
Wicked London Production Ltd
Wilko Ltd

Charitable Trusts

£5,000 or more

Brecon Beacons Trust
Carter Conservation Trust
Cayo Foundation
Charities Advisory Trust
Charles Michael Holloway Charitable Trust
Everard Foundation
Faslane Trust
Fieldrose Charitable Trust
J & J R Wilson Trust
James Thin Charitable Trust
Jordan Charitable Foundation
Loveday Charitable Trust
Monument Trust
Moto in the Community Trust
National Arbor Day Foundation
Pauline Meredith Charitable Trust
Peacock Charitable Trust
Revere Charitable Trust
Richard & Anne King Charitable Trust
River Farm Foundation
Robert O Curle Charitable Trust
Rock Lodge Charitable Trust
Schlaikjer-McIntyre Family Fund
Scott (Eredine) Charitable Trust
Simon Gibson Charitable Trust
The Honourable The Irish Society
William Grant Foundation

Landfill communities fund

£5,000 or more

Alpha Programme managed by Groundwork NI
Cumbria Waste Management Environment Trust
Lancashire Environmental Fund
The Veolia Environmental Trust
Viridor Credits Environmental Company
WREN
Biffa Award

Local Authorities

£5,000 or more

Greater London Authority
Northamptonshire County Council
Gateshead Council
Durham County Council
Antrim and Newtownabbey Borough Council

Grants

£5,000 or more

Dartmoor National Park Authority
Defra
Department for Work and Pensions
European Commission
Forestry Commission England
Forestry Commission Scotland
Groundwork North East
Heritage Lottery Fund
Keep Wales Tidy
National Forest Company
Natural England
Natural Resources Wales - Cyfoeth Naturiol Cymru
Northern Ireland Environment Agency
Point and Sandwick Trust
Rural Payment Agencies
Scottish Government
Scottish Natural Heritage
Scottish Wildlife Trust
Welsh Government/Llywodraeth Cymru
Wicked Productions Ltd
Waterloo Foundation

Legacies

Gifts in wills of £5,000 or more left to the Trust in 2017

Miss H C Adamson
Mr R Adcock
The Hon Miss J C C Allen
Mr J K D Anderson
Mrs J Archbold
Ms C Archer
Mr H R Armstrong
Mr M G Ascott
Mr J R Baker
Mrs J M Balls
Mr C S Barham
Mr P Beaney
Miss J M Beazley
Mrs T J Beddows
Mrs C R Bell
Mr J H Bellinger
Ms B Belton
Miss S Best
Miss D A Birkett
Miss J M Blair
Mr K Blake
Miss J Boshier
Ms V A Brittain
Mrs I M Brown

Mrs V J Brunton
Miss P J Buckley
Mrs D Bullows
Mr G F Burgan
Mrs J A Burns
Mr D Burridge
Miss N M Butcher
Miss M J Butt
Mrs M R E Calder
Ms G V Card
Mrs J P Carter
Miss J D Cartwright
Mr A R Cator
Miss K L Cheney
Mrs H M Clayton
Miss M S Cleaver
Mr D Clough
Ms M Coleman
Mr B W Collins
Mr C L Comley
Ms L Cooper
Mrs H M Cooper
Mr R A Cooper
Mrs B J Corbett

Mrs S Cowan
Ms E M Cowap
Miss D M Cox
Mr R V Crawley
Mrs A J Crossley
Mr J H Crowfoot
Mrs M E Crowsley
Mr R F Cull
Mrs V J Cundy
Mr D M Cundy
Mrs C F Dallal
Miss M J Davey
Miss J M Davis
Mr R Devereux
Mr A G Dickerson
Mr A Disney
Mr M L Doorne
Mr N C Drew
Miss E D Drury
Ms F L Dumbleton
Mrs R E M Dunmore
Mr J L Edmonds
Mr J Edwards
Mr A D Elliott

Mr R Eyre
Mr D Faulkner
Miss E P Feasey
Miss M M Fisher
Miss B A Forbes Anderson
Mrs U P Ford
Mr E Foster
Mr I Foxall
Mr J P Garton
Mrs J S Gibb
Miss B Gillam
Mrs D Glynn
Mr M Goodfellow
Mr A J Gore
Mr R B Gorton
Ms F R Graves
Mrs V Grayson
Mr C R Green
Mr A A Green
Miss D R Gribble
Miss R G Groom
Mrs B A Grubb
Miss B I Hadfield
Mrs C D Hall
Miss F J Hancock
Mr D J Hardman
Mr R E J Harper
Mr P L Harris
Mrs P J Harrison
Miss N Hartshorne
Miss N B Harvey
Ms J Hawes
Miss A J V Hawtrey
Mr A Haylock
Miss H M Hayward
Mrs E M Hill
Mr R C Hillier
Miss M A Hoare
Mr E Hudson
Mr A J Hughes
Miss N M Hunnam
Mr W W Hutton
Mr G W Ireland
Miss Z M C Jaber
Miss E R Jennings
Miss P R Jennings
Mr D S Jewiss
Mr A W Jollands

Mr G T Jones
Mr A F Jones
Mrs B S Joyce
Mr R M Lahaye
Mrs M A Landsberg
Miss J N Last
Mr A D R Leonard
Mr J R W Lister
Mrs E G Littler
Mr D G Lloyd
Mr W N Lumley
Miss A Malham
Mr M A B Mallender
Ms V M Martin
Mrs A May
Mrs P M Mays
Miss S McBride
Mrs H M McClellan
Miss C L McCree
Professor J McEwen
Mrs A K McInnes
Mrs H A McLay
Miss J McLeod
Mr A W Mead
Mrs W Meadway
Mrs M P Moore
Mrs B A Moser
Mrs E Neal
Mr N J H Ninnim
Mr T E Notman
Mrs J M Odell
Mr A J Osgood
Mrs M Parke
Miss M Parkes
Mrs A M Parkes
Miss P C Parry
Mr N Paskin
Miss J E Patchett
Miss H Perry
Miss E M H Potter
Miss R K Potter
Mr N R Power
Mrs G E Prentice
Mrs M D Quinn
Mr S G Raggett
Miss P A Raine
Mrs A Rashleigh
Miss E Roskell

Mr A K Russell
Reverend C R Rutt
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Mr R C Scott
Miss O M Senior
Mrs I Shenton
Mrs M E Shepard
Mr P E Smith
Mr S H Spencer
Miss M St John
Ms B E Sterry
Mr A H Stokes
Miss D J Stokes
Mr M G Sutton
Miss J M Swift
Miss L E Terry
Mrs B M Thompson
Miss D E Thorpe
Mrs E M Tolman
Mrs C R Tomaszewski
Miss A L A T Turner-Jones
Miss D Twigge
Ms C P Upton
Mrs M Walker
Mr J P Walsh
Mr L Ward
Mrs J M Warrington
Mrs M Watson
Miss G R Whaite
Mr C Whitaker
Miss S M Whitaker
Mr D A Whitwell
Mrs K B W Wickham
Mr A H Wicks
Miss K D Williams
Mrs J A Williams
Mrs W Wilson
Miss M L Wilson
Mr J K Winward
Miss E Witts
Mrs D Wordsworth
Mrs A D Wordsworth
Miss J P Wordsworth
Mrs P M Yates
Mrs J A Yendall
Mr S F Young
Mr I B Young

Horizons

As the Trust continues to grow, we've loads on our to-do list for 2018. Here are five priorities for the year ahead

1 We'll plant more trees

We'll ratchet up our planting efforts again in 2018. We have doubled our woodland creation target to 2,000 hectares, and hope to repeat that feat in 2019 and 2020 too, as we drive towards our ambitious 10-year goal for 64 million trees by 2025. Our aim next year is to spend £4.5 million acquiring land – extending our estate by some 700ha. That includes hopes for a major new planting site on the fringes of a British city.

2 We'll take on tree disease

We'll meet the scourge of tree pests and pathogens head on, installing 150,000 trees in towns and open countryside to mitigate the impact of ash dieback. We'll also boost our hedgerow planting work and join a new drive to champion the iconic English oak, threatened by the mystery syndrome Acute Oak Decline.

3 We'll forge alliances

We'll team up with other major conservation bodies to champion the landscape-scale revival of natural habitat, whether that's reintroducing pine martens in the Forest of Dean with the

Vincent Wildlife Trust, or doing the groundwork on a vast new Northern Forest with the region's community forests. Meanwhile, we'll hold feet to the fire over political pledges for a green Brexit, alongside our partners in the campaign coalition Greener UK.

4 We'll mark their sacrifice

Our £16 million First World War Centenary Woods project will reach its climax in 2018, as we put finishing touches to our new flagship forests in all four countries of the UK. We'll have planted more than 300,000 trees at Langley Vale in Epsom, Dreghorn in Edinburgh, Ffos Las in Carmarthenshire and Brackfield in Londonderry, as a living, lasting tribute to those who served or suffered in the conflict.

5 We'll speak up for what's special

We'll lobby hard for tighter planning protections for the UK's surviving fragments of ancient woodland, as government rolls out its 25-Year Environment Plan for England and its planning guidance in Wales. And we'll inject fresh impetus to our volunteer-led Ancient Tree Inventory, arming special trees against destructive development.

Our funding target for 2018 is £43 million.

It's an ambitious goal, and we can't do it without your help. If you can contribute, please visit woodlandtrust.org.uk/donate.

Our promise to you

We are committed to fundraising and communicating in an honest and transparent way. We pride ourselves on being respectful and responsible with your data and how we treat you.

If you want to know more, visit woodlandtrust.org.uk/promise.

The Woodland Trust, Kempton Way, Grantham, Lincolnshire, NG31 6LL; 0330 333 3300; woodlandtrust.org.uk; supporters@woodlandtrust.org.uk.

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