



**STREET
TREES**
FOR LIVING

ANNUAL REPORT

2023-24



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FOREWORD

2023-24 has been a year of change and challenge for Street Trees for Living, as we work to grow and meet the ever-urgent environmental needs of our community. With the climate crisis continuing to be at the forefront of national and international news STfL's mission continues to grow in importance. This year we celebrated the milestone of 2,500 trees planted with the help of our HQ team, volunteers and residents, all while maintaining a survival rate of 94%.

Building on our incredibly successful residential and school programme, this year has been one of exploration. We have tested new projects and ways of working, to enable STfL to make the biggest impact. We have stepped outside our borough boundaries for the first time planting in Southwark and are building connections in Lambeth to plant in future years.

We have developed Grow Back Together and Project Brownhill. Two new exploratory ways to work within our communities to plant trees in areas of most need. A lot of work has been poured into the 'behind the scenes' this year, with a tightening of our processes and systems, streamlining our ways of working and reviewing and updating procedures.

The trustee board has seen substantial change during this time, unable to find a permanent chair, Vice Chair Jo Goddard and Secretary Elly Bagnall have stepped in to maintain focus while we continue to look for the right person to fulfil this vital role.

With an ever-growing urban forest to maintain, and a continued and growing need to 'green the grey', we will embark on a refresh of our strategy in the coming year, clarifying our goals and ambitions as a charity for the next 10 years. We will welcome a new Executive Director into the team as part of this focus on growth going forward. For us STfL is more than the sum of its parts. Planting trees but also building communities. We continue to foster a sense of ownership and a deep care of the environment with everyone we work with. Thanks to the help of our HQ team, volunteers, residents and partners, our ambitions grow alongside a sense of excitement to meet future challenges within the borough of Lewisham and beyond.

Jo Goddard & Elly Bagnall
Interim Co-Chairs



VISION

Bringing people and trees together



Street Trees for Living's vision is to promote the concept that humans are not separate to nature, but are in fact a part of nature. In its simplest terms, when trees and people come together all parties benefit; people benefit immensely and tree survival rates rocket. This in turn creates future benefits for people, wildlife and the planet, resulting in an ongoing upward spiral.

By encouraging humans to welcome trees into their harsh, urban environment, and giving them agency to care for them to ensure that the trees have the best chance of survival, healthy relationships are formed. These relationships help us to feel at one with nature, which simultaneously gives us a sense of pride, a sense of connection and a sense of belonging in the world.

CHARITABLE OBJECTIVES

Street Trees for Living's mission statement remains defined by two charitable objectives

- 1** For the public benefit to promote the physical enhancement and beautification of publicly accessible spaces in such London Boroughs as the trustees shall determine, by the planting of trees and securing their guardianship.
- 2** To promote the conservation, protection and improvement of the physical and natural environment for the public benefit, in particular by encouraging tree planting in publicly accessible spaces in such London Boroughs as the trustees shall determine to increase biodiversity and promote the benefits of a healthy relationship between trees and humans.

Street Trees for Living was incorporated as a Charitable Incorporated Organisation by constitution in 2019 with charity number: 1185165

HEADLINE FIGURES FOR REPORTING YEAR



681 trees planted across the year



2,500 trees planted in total



94.7% of trees planted are alive



296 residents registered interest (Residential)
118 residents registered interest (Grow Back Together)



14 schools and community groups engaged



1,200 volunteers

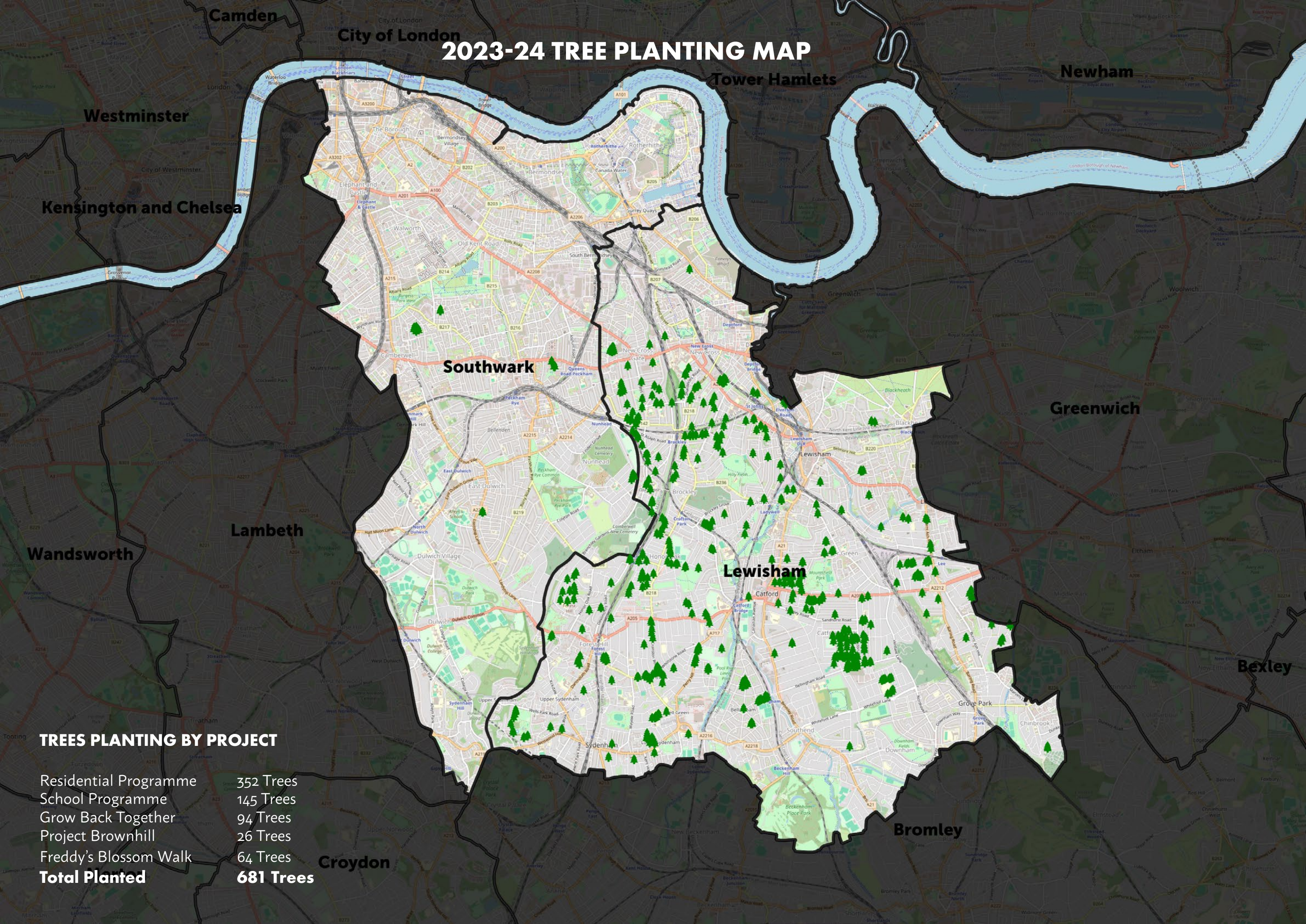


£95,676 in donations



£181,917 total income

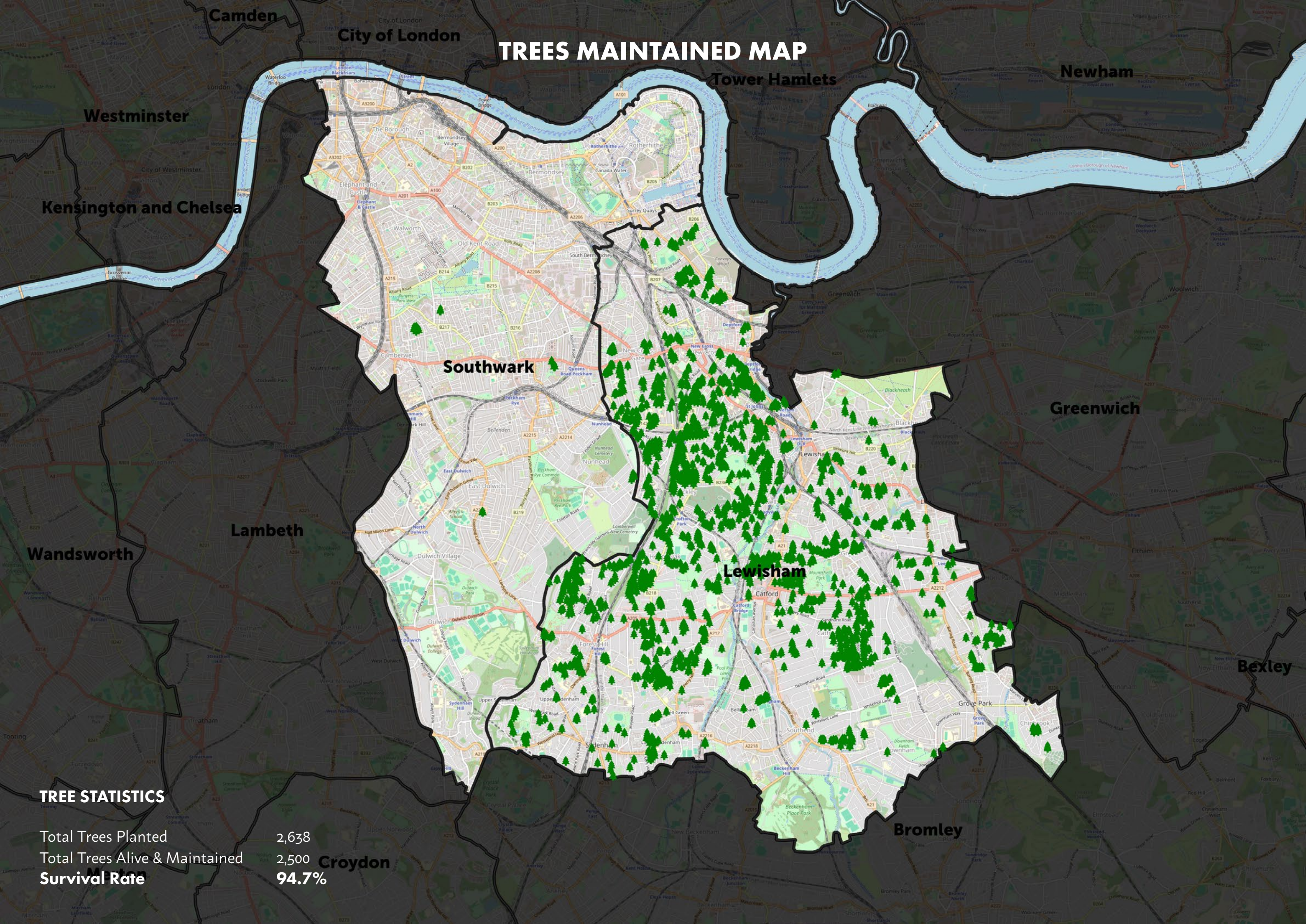
2023-24 TREE PLANTING MAP



TREES PLANTING BY PROJECT

Residential Programme	352 Trees
School Programme	145 Trees
Grow Back Together	94 Trees
Project Brownhill	26 Trees
Freddy's Blossom Walk	64 Trees
Total Planted	681 Trees

TREES MAINTAINED MAP



TREE STATISTICS

Total Trees Planted	2,638
Total Trees Alive & Maintained	2,500
Survival Rate	94.7%

RESIDENTIAL PROGRAMME

Planting street trees with Lewisham residents



352 trees planted



293 residents engaged

Overview

STfL's Residential Programme, now in its fifth year, works with Lewisham residents to plant trees on their roads and surrounding areas. Aided by STfL's dedicated volunteer area reps, residents fundraise, find planting sites, make species choices and then care for their new trees for the first three years after planting. Residential planting is funded by Lewisham residents, with additional support from elsewhere, including Lewisham Council and the Forestry Commission's Urban Tree Challenge Fund.



Looking Ahead

With a record number of plantings and robust, ongoing interest from Lewisham residents, the residential programme continues to go strong. However, challenges remain, and in particular there is an imperative to ensure that the success of the residential programme is replicated across all wards of the borough.

Brief Evaluation

The residential programme's fifth year was its largest and most successful to date, with 352 trees planted. The residential team, growing to include now 17 volunteer area reps, was very successful in building relationships with Lewisham residents and community groups, as well as encouraging planting in areas where trees are needed most. The effective engagement of residents secured not only funding for a record number of plantings but, vitally, the guardianship that ensures longevity and a very low failure rate.

The wards that saw the most plantings were Crofton Park, Ladywell, Catford South, Hither Green and Rushey Green. In addition to resident sponsorship, the Urban Tree Challenge Fund provided support that enabled special projects focusing on areas of heavy traffic and footfall. Our area reps worked with local shopkeepers, community groups and residents to organise locations and guardianships in: Catford South, where 10 trees were planted on Downhill Road, near the Torridon Road Medical Centre; Perry Vale, with 14 trees planted on Perry Hill and Perry Vale near to shops, bus stops, the Perry Vale Medical Centre, and the Polecroft Estate; Sydenham, with 10 trees planted in the vicinity of Sydenham Road, along Sunnydene Street, Highclere Street, and Fairlawn Park; and Bellingham, where STfL worked in collaboration with Phoenix Community Housing to plant 13 trees, with 10 outside businesses along the busy Randlesdown Road, two behind the popular Fellowship Inn, and a Christmas tree on Bellingham Green.

LEWISHAM SCHOOLS

Planting street trees in and around schools in Lewisham



110 trees planted



9 schools engaged



10–15 Tree Champions and 150-200 of pupils watering
and 1,000s within school community benefiting

Explainer

The planting with Lewisham Schools is a continuation of STfL's School Programme, now in its fifth year, whereby STfL aims to plant approximately 100 trees with 10 different schools every year both inside the school grounds and on the surrounding streets. The schools sign up to be Tree Guardians of the new trees for the first three years until the trees' roots are established.



Brief Evaluation

With the School Programme, tree planting is focused inside and around the perimeter of schools to help provide better green infrastructure, mitigate the damage caused by local pollution and provide future protection for school children in our changing climate. This programme encourages the school community to take ownership of the new trees and to become their guardians, watering the new trees and undertaking an annual Tree Health Survey. Five lesson plans are provided to encourage interactivity between the children and the trees, promoting the benefit of a healthy relationship between people and trees, especially children; through this experience children will understand that it is possible to make positive and necessary change, they will learn the importance of having a connectedness with the natural world, and they will then take these learnings with them through life.

The programme was enriched this year by the creation of ‘School Tree Maps’ created by STfL’s Tree Support Coordinator, and a fifth Tree Health Survey Lesson Plan supporting schools to survey their trees yearly and learn even more about their impact and growth. The entire *Treesource Package* was also given a complete design overhaul, in-keeping with the new web designs, and resulting in colourful, engaging and accessible resources that provide core support to the programme and can easily be applied to future schools in different parts of London and the country.



STREET TREES
FOR LIVING

GREEN STREETS, GREENER PLAYGROUNDS

Join us to receive free street trees for your school



Our School Programme has seen the successful planting of 438 school trees outside of 47 schools to date. Work with us to add street trees in and around your school! If you need more shade in your playground and would like to protect children from air pollution, then read on for information about what's on offer, and what's expected of your school. We provide all you need to ensure the smooth running of the project, including lesson plans, tree watering guidelines, fundraising tips and much more.



STREET TREES
FOR LIVING

SCHOOL PROGRAMME

What's on offer from us?

Free trees
Number TBC - usually between 5-15; 5yrs old and approx on high with two stakes, to be planted on the street directly outside or inside the school ground. Your trees are guaranteed against failure or damage in the first two years after planting. The purchase and planting of the street trees to be undertaken by Lewisham's contractors.

Support
During the entire course of the planting process from location choice to species choice. Street Trees for Living (STL) works closely with the school and offers initial planning surveys, provides information on species and provides support with irrigation.

School Treesource Package
All you need for your tree journey, containing watering guidelines as well as matching funding info (for PTAs), a Call Out to parents, and lesson plans for primary schools and nurseries, meeting national curriculum requirements and including a pupil's 'Name Your Tree' competition and tree audit.

Competition winners will have their chosen names placed on the trees using professional Street Trees for Living labels!





Mayor of London



Lewisham



Green Spaces for All



London Borough of Merton



London Borough of Newham



London Borough of Redbridge



London Borough of Tower Hamlets



London Borough of Waltham Forest



London Borough of Westminster



London Borough of Havering



London Borough of Ealing



London Borough of Hillingdon



London Borough of Brent



London Borough of Barnet



London Borough of Enfield



London Borough of Haringey



London Borough of Islington



London Borough of Camden



London Borough of Croydon



London Borough of Sutton



London Borough of Merton



London Borough of Richmond upon Thames



London Borough of Kingston upon Thames



London Borough of Lambeth



London Borough of Lewisham



London Borough of Greenwich



London Borough of Havering

[illegible]


Treesource Package: STfL's School Programme, Lesson Plans and Activity Sheets

Looking ahead

Looking ahead, Lewisham's School Programme is set to run successfully for another year 2024-25 and has provided a streamlined working model facilitating delivery of the programme within other boroughs (see: London Schools). These boroughs include Lambeth, Southwark, Croydon and Bromley. There are also potential opportunities to collaborate once more with the GLA and the London Urban Forest Partnership, to partake in and deliver the actions needed within the recently refreshed London Urban Forest Plan, supporting school planting through further development of STfL's School Programme.

Funding

The School Programme was funded by The National Trust, the Trees Call To Action Fund (Heritage Lottery), The Greater London Authority, the Urban Tree Challenge Fund, Green & Good Consulting Ltd, Regular Cleaning, Lewisham Council and local schools.



"All 18 trees were planted today - 5 in the school grounds and 3 on the street on Hazelbank Rd. They look fabulous! The Street Trees crew did an amazing job getting them all in on a single day. Thank you all so much. It's truly wonderful to have all these new trees in the school."

"...Popped into school this morning to check woodland and reception outdoor area.....the trees are AMAZING!!!! Thank you all so much"

Staff and Parent, Torridon Primary School

SOUTHWARK SCHOOLS

Planting street trees in and around schools in Southwark



36 trees planted



5 schools engaged



5 Tree Champions and 100 pupils watering

Explainer

With the support of Southwark Council we planted trees outside of Lewisham for the first time this year! This was part of the work we are doing with the Greater London Authorities' London Urban Forestry Partnership - bringing our School Programme into new boroughs. We planted 36 trees engaging 5 schools. The programme follows a similar model to the Lewisham School Programme (see above). This was an exciting move for the charity and it's great to start working with our neighbours.



Looking Ahead

We plan to plant with more schools and follow up with those we were unable to work with this planting season. We would like to further develop our partnership with Southwark and explore alternative planting programmes that might be of interest. In particular, we would like to foster more cross-borough-boundary work in areas of high need (e.g. South Bermondsey to New Cross).

Ultimately, we would also like to offer enhanced engagement packages for schools, being able to speak in classrooms and assemblies. We are also exploring activities that can be connected to tree maintenance and ways of engaging more of the school communities.

Brief Evaluation

The success of our school tree-planting programme in Southwark would not have been possible without the invaluable support of Southwark Council. Their commitment to tree planting and supporting communities was essential, as well as their flexibility and responsiveness.

Playground planting turned out to be much easier than on the streets and seemed to be the preference for all schools. Many streets in Southwark are quite narrow, and like much of London, have a lot of utilities running underneath them.

Funding

Southwark schools is funded by Southwark Council, The Forestry Commission's Urban Tree Challenge Fund, The Trees Call to Action Fund (Heritage Lottery) and The Greater London Authority.

LAMBETH & OTHER LONDON SCHOOLS

Partnership development for planting next year

Lambeth

We are actively working with Lambeth Council building relationships and planning an ambitious planting season for 2024/5.

Wider London

We will also be working with other London Boroughs next planting season but these are all in early discussion phase and not public information just yet.



GROW BACK TOGETHER

Connecting guardians to tree pits in areas of low canopy



93 trees planted



67 tree guardians (volunteers)

Explainer

Grow Back Together (GBT) has been a community-led project targeting areas in Lewisham of low canopy cover, low air quality and high flood risk. This was a pilot project run by Lewisham Council, Street Trees for Living and the eco-tech start up company Greentalk. The project was made readily available and easily accessible to the community via creative promotional schemes (such as stencilled pavements) and contemporary and innovative technology. Links to an interactive GBT website were plastered across the borough, attracting passers-by with either a QR code or short, sharp message 'Treehere.com!' 93 trees were planted initially with 73 guardians. Two trees died over the recent summer and six guardians failed to water their trees, meaning contracted watering was and will be needed here.





Evaluation

The Grow Back Together project has been an extremely informative, interesting and enlightening experience. The coming together of individuals from Lewisham Council, Greentalk and STfL has resulted in a number of progressive meetings, excellent collaboration and positive outcomes.

Overall the project has gone really well and as expected, with a thought-out timeline to include enough time for things such as community consultation and contractor requirements, that has meant no real pressure points were felt throughout the project. We now have 91 new trees in the ground, where mature Lewisham trees once stood, 72% currently have guardians (a guardian can look after more than one tree) and 34 residents have signed up to the waiting list for potential future rounds. In regards to the areas we targeted as a part of the funding eligibility, we have planted 83 trees in areas of High Climate Risk and 11 in Medium High Risk, planting 60 trees in areas of only 5-10% canopy cover.

Funding

Grow Back Together was funded by the GLA's Grow Back Greener Fund, Lewisham Council, Street Trees for Living and Greentalk.

Evaluation (continued)

Despite the success of the project there have been lessons learned and things that we would suggest we approach differently if or when we carry out a similar project. We ended up planting 93 trees, as initially we had interest from 93 guardians to look after these trees. Once sites were canvassed and confirmed we offered those interested the option to 'confirm' their adoption of the tree, unfortunately less than 90% did. As we already had the funding for the trees in place, had the trees reserved and locations confirmed, and understood the need for these areas to have trees, the team decided to go ahead and plant all of the trees and contract the watering out for those that no longer had guardians (as well as trying to find new guardians in the meantime). This also provides an opportunity to see how well the trees with guardians fare compared to those without. During the first summer, unfortunately it seemed we lost a further 6 confirmed guardians, and during the audit it became clear that a number of the trees in the programme were not getting quite enough water.

Also, despite the initial consultation period that included stencils on the pavement and leaflets canvassed to houses where there had been guardian sign-up, when the contractors came to dig the pits there were a number of residents who started to object to the scheme, between 5 - 10%. Where the objections came from residents who lived in the houses immediately in front of the trees - despite said residents having been consulted on this previously and not objecting at the time - we discontinued the digging of pits or the planting of trees in these areas. This was in order to avoid neighbourly disputes or tree vandalism. This made for quite an anxiety inducing period during the beginning of the pit digging, and did result in losing some locations where we had guardians signed up and ready to go.





"I think it was a very good project and easy to get involved in. It helps people feel part of something within the local community and allows them to give back in a form of guardianship of the trees. I hope it goes from strength to strength. The kids love it."

Kerim Ahmet, local resident, Catford SE6

"This is a great initiative. When I saw the 'guérilla' marketing campaign in the summer I was immediately excited. Our area has had many trees removed in the past and suffers for it. More trees not only help with urban air pollution and combating climate change but a more beautiful and well-kept environment builds a sense of civic pride which I believe is much needed on our street. I'm really excited that the trees are being planted and I'm looking forward to becoming a guardian once (my tree) is in the ground! Thank you!"

Lara Tyrrell, resident, New Cross, SE14

Looking Ahead

In terms of maintenance of the trees for the next two watering seasons, there needs to be a push next spring to revitalise the current guardians and ensure that they are still able to look after their trees. One way of doing this is through clear communication, but also by potentially providing an incentive, such as a give-away scheme or offer of a Lewisham Local membership card (currently being looked into).

If we were to roll out a GBT2, instead of focusing on vacant pits and stencils, we would suggest that we initially canvass houses across a much larger area, within eligible locations, and sign up those guardians who respond to us by welcoming a tree outside of their houses specifically. We would be hopeful that this would result in less residential objection once the planting commences, and would also mean that it would not be far for the guardian to carry water, and they would have an increased investment in the tree and the project. It would also hopefully limit the loss of guardians over the course of the programme. But it would be potentially dependent on these areas containing homeowners, and the homeowners in these areas coming forward and welcoming trees.

There is Lewisham borough interest to roll out a Grow Back Together 'Part II' and also interest from Southwark, with the potential of borough partnership work here with Neighbourhood Community Infrastructure Levy funding. A large amount of the website infrastructure, and the data needed to roll out a similar programme, is already in place, and there are a number of residents on the waiting list. However, we feel the programme would need to be properly evaluated and refined before future deliveries were considered, and we would need to budget in extra costs such as project management, maintenance costs (of both the website and the trees), PR and marketing. Most of these costs were provided pro bono for the pilot scheme in order to keep costs down to enable the pilot project.

Links

growbacktogether.org

treehere.com

[Watch: Webinar: Grow Back Together - UTF 2023](#)

<https://www.streettreesforliving.org/lewisham-targeted-spaces>

PROJECT BROWNHILL

Targeting the South Circular to plant trees nearby



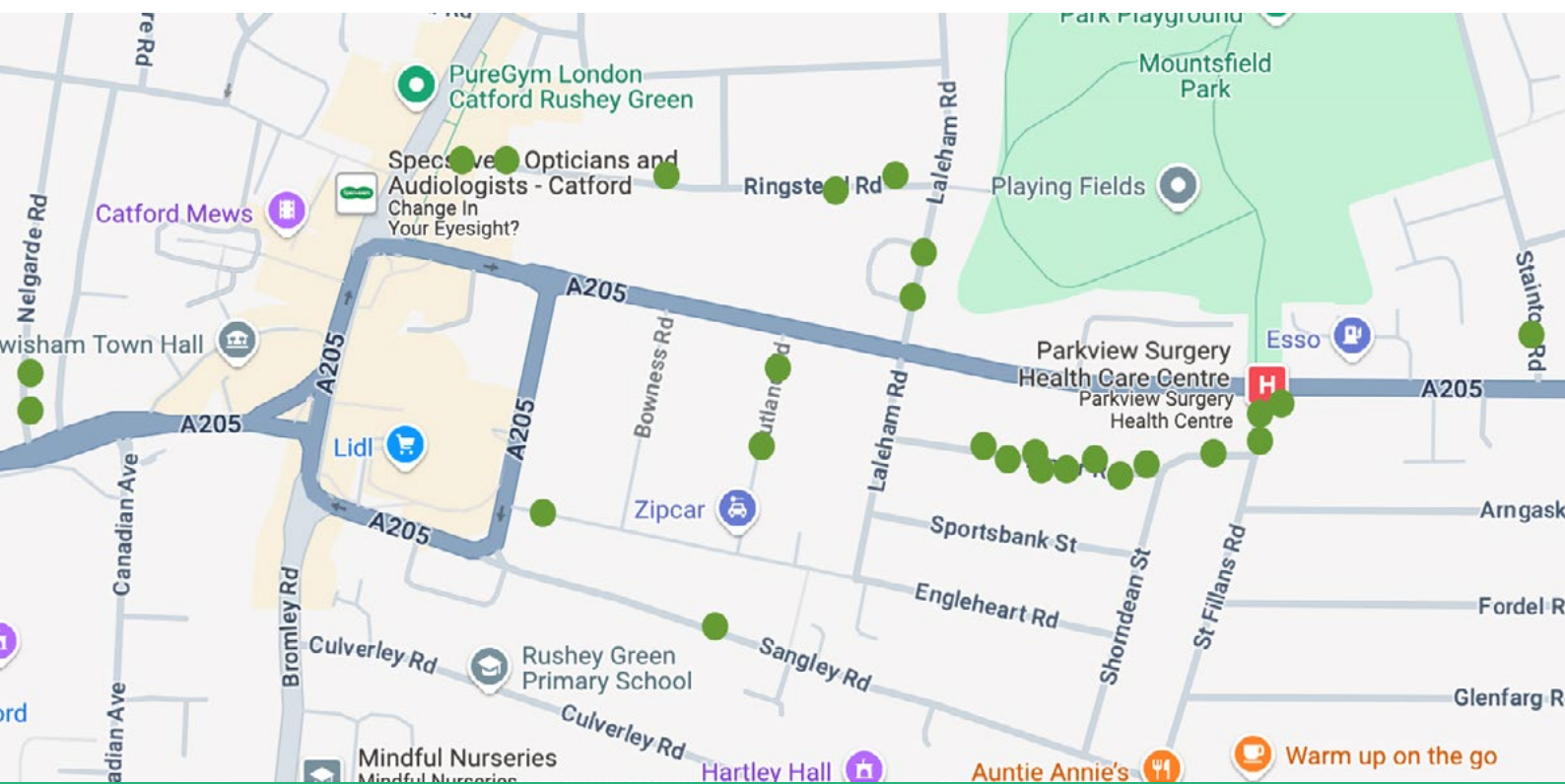
26 trees planted



26 tree guardians (volunteers)

Explainer

It is a frustrating but well-known fact to most who have ever lived, worked or travelled in south London, that the south circular is one of London's most heavily congested roads, making up over 30% of London's traffic. The south circular has been named the eighth worst road in Britain, and one of its most unpleasant sections is the stretch along Brownhill Road leading toward the Catford Gyratory. Project Brownhill worked with STfL volunteers, local residents and one medical practice, situated on Brownhill Road or on roads parallel or adjacent to Brownhill Road, to plant 26 new street trees. These trees have brought immediate colour and will bring shade, encourage wildlife and create screening from traffic. Perhaps most importantly they have also brought people and communities together, facilitating the opportunity for them to invest in the areas where they live and to bring about positive change. Residents and organisations involved in the scheme have welcomed and care for the trees.



Explainer (continued)

Out of the three wards where planting took place, the majority was undertaken in Rushey Green ward. A few statistics to support the planting of trees in this area are as follows:

- Within Rushey Green Ward there are pockets of high deprivation, with certain neighbourhoods being in the 10% most deprived neighbourhoods in England.
- Of the seven Domains of Deprivation within the overall Index of Multiple Deprivation, the most pertinent for this project is the Living Environment Deprivation domain (assessed in part through air quality data). In terms of Living Environment Deprivation, areas within Rushey Green Ward are also in the 10% most deprived neighbourhoods in England. Project Brownhill's target area includes parts of the LSOAs Lewisham 020B, Lewisham 018A, Lewisham 018B, and Lewisham 018D. In Living Environment terms, these areas are respectively ranked (out of 32,844 LSOAs in England, with 1 being the most deprived): 661, 4841, 6622, and 452, with the latter rank making Lewisham 018D the most deprived area of Lewisham in Living Environment terms.
- Rushey Green ward has a canopy cover of 16.1%, the lowest in Lewisham.
- Project Brownhill was funded by The National Trust, The Forestry Commission's Urban Tree Challenge Fund, The Trees Call to Action Fund, The Greater London Authority and Lewisham Council.

Evaluation

So far, Project Brownhill has been an important success. The main areas of risk with a programme such as this is that the trees might not be welcomed by residents and / or neighbours, and that guardians who have initially signed up to look after the trees lose interest or move. This programme differs from the Residential Programme as residents are not asked for a financial contribution to

the tree, and they also have less of a say in the tree location and no say in tree species choice, these decisions are confirmed by Lewisham Council and STfL, with locations finalised once door-to-door canvassing and consultation has taken place. Despite the lack of this financial investment from residents, 100% of the trees have survived, with 15% (4) needing extra watering support from contractors. Until last year a road directly parallel with Brownhill Road was completely treeless and now has 9 beautiful new trees, completely transforming the landscape and feel of the street, and welcomed and watered by residents. There is also a healthy new evergreen tree in the forecourt of a busy medical practice situated at a traffic junction on Brownhill Road itself. The success of this project and the impressive survival rate is thanks to the guardians involved but also thanks to the STfL team, especially the volunteers who proposed the idea and helped to bring the project to life, the team overseeing the audits, the Tree Support Coordinator and the Tree Care Team. It is imperative with these programmes that the charity has the capacity to monitor these trees during the early months of the watering season to ensure that they are receiving the water that they require, and implementing care quickly when needed. This is one reason why the TSC role is so vital, especially within programmes where guardians have not financially invested in their adopted trees.

Looking Ahead

There is great potential to expand this project over future planting seasons, and we would be confident that funding for core costs with planting such as this would be successful either via public grants or developed partnerships. However, there needs to be necessary resources and capacity within the charity to support it, as this work is increasingly time-demanding in all stages of the project, especially pre- and post-. If the necessary resources are built on, then a key ambition would be to widen our scope within the current target area and plant along Brownhill Road itself. This is an option not currently open to us as the road is on a transport red route managed by TfL, but discussions to look into working more closely with TfL have started with Lewisham Council in the hope of creating planting opportunities in the future. We would also aim to continue to plant on roads directly adjoining the South Circular, expanding to both the east and the west of our current target area, both defined as areas of deficiency in access to public open space over two hectares, and where we already know, via the Residential Programme, that demand is high (Forest Hill).

FREDDY'S BLOSSOM WALK

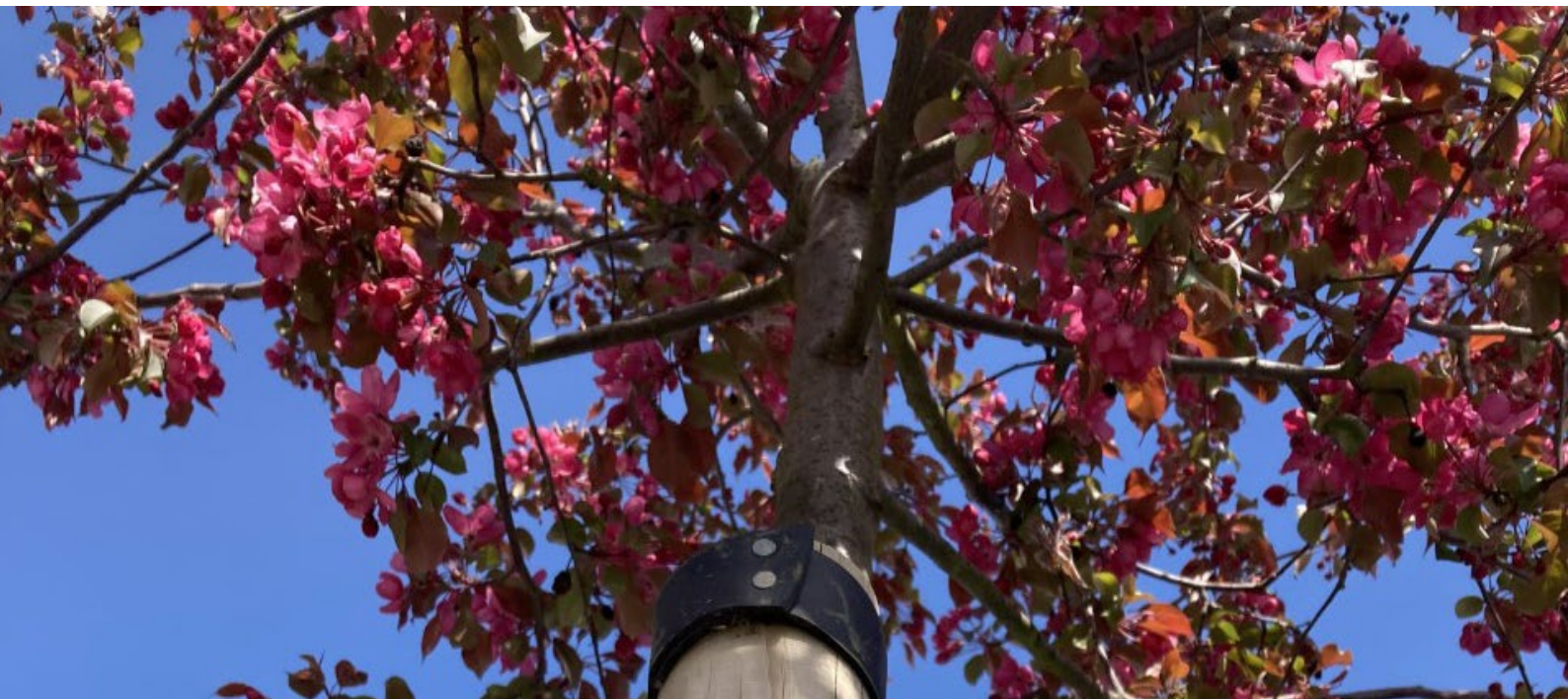
A circular walking route to remember Freddy

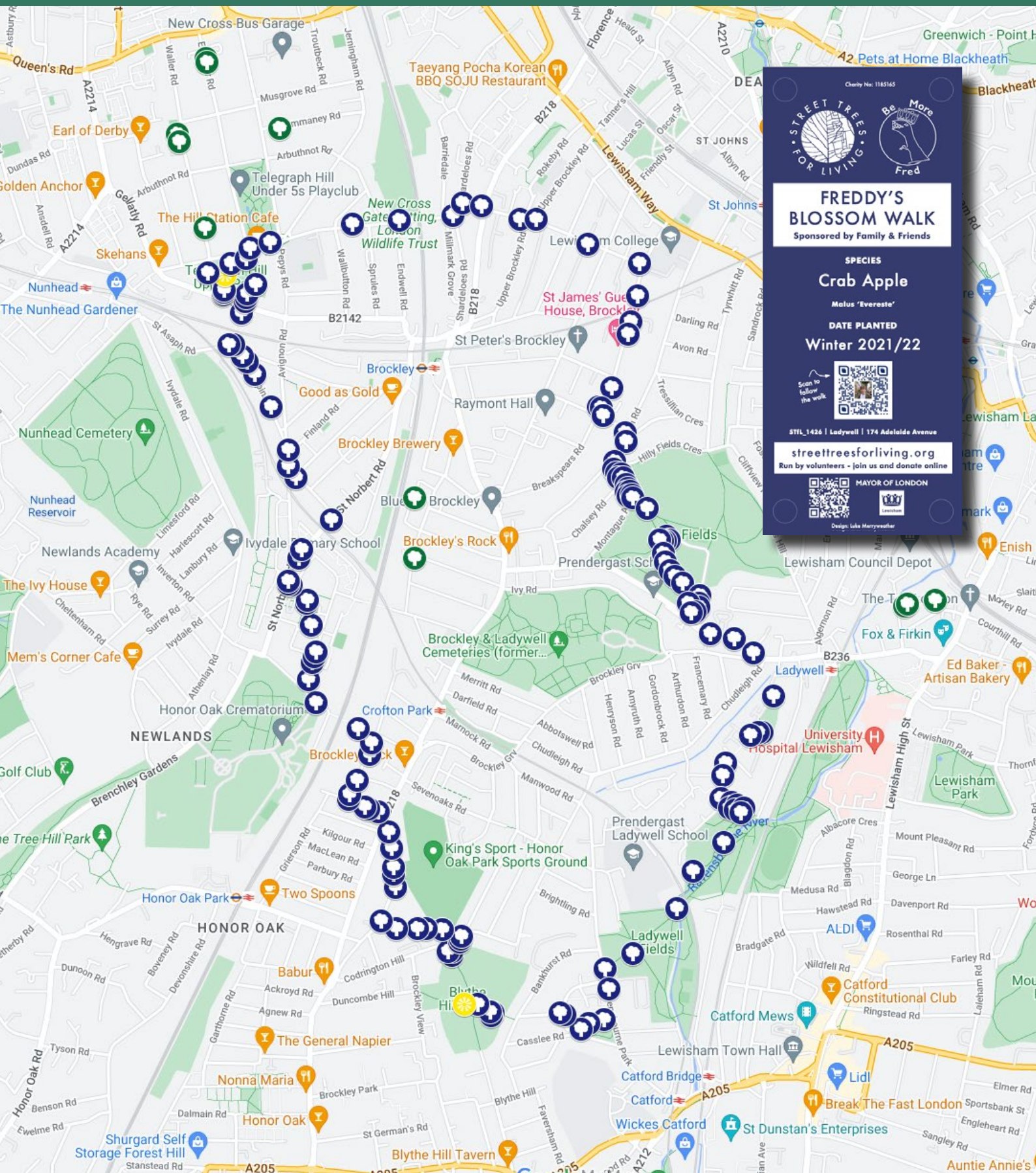
Overview

Freddy's Blossom Walk is a six mile route featuring 154 blossom trees that meanders through the backstreets of six of Lewisham's 19 wards and passes through six parks. Completed this year with the planting of 64 trees, the walk has been three years in the making, thanks to dedicated fundraising and planting efforts.

The walk was created in memory of a young Lewisham man who tragically passed away in his sleep. His family, friends, neighbours, and local businesses came together to raise the funds for the trees and now take responsibility for their watering and maintenance. The bulk of the work falls to his family but they have also set up watering groups adjacent to the trees. (20 litres plus per week, per tree for 30 weeks of the year equals 92,400 litres of water over 4,620 visits.)

Each tree is labelled (see p.26) with details about its species, genus or cultivar, and the labels include a QR code linking to a detailed map of the route and its story. The tree species include Cherries, Crab Apples, Magnolias, Hornbeams, Oaks, Poplars, Judas, Silver Bells, Honey Locusts, Maples, and Willows, with the latter planted along the Ravensbourne River section of the walk.





Charity No. 1185165

STREET TREES FOR LIVING Be More Fred

FREDDY'S BLOSSOM WALK
Sponsored by Family & Friends

SPECIES
Crab Apple
Malus 'Evereste'

DATE PLANTED
Winter 2021/22

Scan to follow the walk

ST1L 1426 | Ladywell | 174 Adelaide Avenue

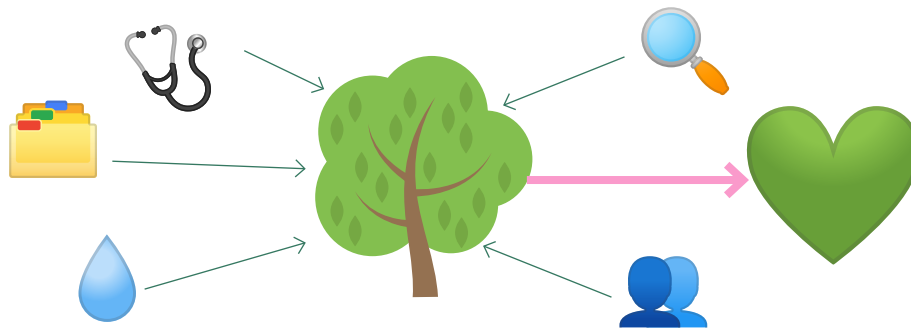
streettreesforliving.org
Run by volunteers - join us and donate online

MAYOR OF LONDON

Design: Luke Marryweather

TREE MANAGEMENT

Caring for our trees to ensure they thrive



Street Trees for Living is keen to ensure its trees survive, there is little point planting trees if they die not long after planting. We carefully monitor our survival rates and work hard to ensure they are as high as possible. This is largely due to our engagement with volunteers and communities *before* planting but is also supported by our monitoring and management of the trees we have planted. Street Trees for Living prides itself on maximising tree survival rates and our success comes from our Tree Management methodologies. There are several core aspects of our work around Tree Management, they are: *Data, Tree Audit, Tree Care, Volunteers and Watering* all of which have sub-headers below to expand on these ideas.

Data

STfL uses Smartsheet as its main database and CRM, this is chiefly managed by Stuart Reed a volunteer in project management. Like many aspects of our work, we are hugely grateful and reliant on our volunteers for their work and Stuart is no exception. Stuart works with the Head of Operations and other Heads of Departments to develop systems and ensure data integrity. Residents, HQ and volunteers are kept up-to-date in all processes by the work setup within database.

This year, many changes have been made to make planting programmes more efficient, in particular the Residential and Southwark School Programmes. We also use Smartsheet to act as a trees database, outlining the location, species and lots of other data of all the trees we have planted. The team is currently scrutinising its data to ensure accuracy as well as expanding data analysis.

Tree Audit

The tree audit is our annual check of the health of our trees, carried out by sponsors and schools, plus the HQ team and volunteers. Audit checks are carried out for the first three years after planting, recently extended from two years due to added pressures of climate change and variability of the urban environment.

Completed audit data from Summer of 2023 showed STfL maintaining its excellent success rate, with only 2% of trees marked as having died and 1% marked as being of urgent concern. However, the percentage of audit forms returned – 73% – was lower than desired. This led to the decision to create the new role of Tree Support Coordinator, paid for through tree maintenance funds delivered by the Urban Tree Challenge Fund. The position will have as its primary responsibilities the spearheading of the tree audit and overseeing the necessary care required in instances of reported problems.

Tree Care

In addition to the hundreds of tree guardians who water and tend to trees on their roads, STfL also has a dedicated Tree Care Team helping to ensure the long-term health of our trees. Made up of a diligent and committed core of two of STfL staff and five volunteers, with further irregular volunteer contributions, the team meets on a weekly basis to look after trees across the borough of Lewisham. This year they logged 165 volunteer hours, with 72 roads visited and 370 trees cared for.

The work of the Tree Care Team includes pruning, weeding, re-securing and generally monitoring the health of trees. They also tidy and clear litter. Beyond these regular tasks, the team also jumps into action for more urgent concerns, such as when trees have been damaged through accident or vandalism, instances of which sadly appear to be becoming more common. In addition to the regular team, a 'heavy' care team of two volunteers tends to the more strenuous tasks of adding and securing posts where necessary.

Volunteers

STfL relies heavily on volunteers at every level. Among the volunteers who give the most time and substantial commitment to the organisation are our local Area Reps. They coordinate with residents and sponsors, search out sponsorship, look for new planting opportunities, and generally promote the benefits of trees in their communities. Their local knowledge, passion and drive is invaluable and the charity is extremely grateful for all the hours they give to help green the streets of Lewisham. Thank you!

A special thanks must also go to our software volunteer Stuart Reed, for his endless knowledge and dedication to the cause, as well as Dom Eliot, a veteran and co-founder of STfL who has contributed to our monthly newsletters with his beautifully composed Street Tree Enthusiast of the Month articles, providing insights into the backgrounds of some of Lewisham's most passionate tree huggers!

Watering

Regular watering is crucial for the health and survival of young street trees, especially during their first three years. This period is vital for root establishment, which allows trees to access essential nutrients and grow resiliently in urban environments. Without consistent care, particularly in dry or hot weather, trees may struggle, showing stunted growth or even failing entirely. Supplying around 20 litres of water weekly during the growing season is key to their development. This important work relies on the dedication of our extensive network of tree guardians, whose commitment ensures the trees thrive, benefiting communities and the environment.



VOLUNTARY AREA REPS

The joy of volunteering at the heart of STfL

Design: Luke Merryweather



**STREET
TREES**
FOR LIVING


Charity No: 1185165

STREET TREE
Requested and cared for
by the local Community


**NEW TREE
ON THE
BLOCK**

More info coming soon...

For more information or to
report a problem, please
use the QR code or visit
www.streettreesforliving.org



MAYOR OF LONDON



Bellingham	David Low (HQ Member)
Blackheath	Greg Englefield
Brockley	Caroline Buckland, Sophie Balding
Catford South	Chloe Good
Crofton Park	Andy Waterhouse
Deptford	Amanda Lwin
Evelyn	Amanda Lwin
Downham	David Low (HQ Member)
Forest Hill	Stuart Checkley
Hither Green	Greg Englefield
Ladywell	Nick Boyle
Lewisham Central	Greg Englefield
Lee Green	Libby Blake
New Cross Gate	Oli Back (HQ Member)
Perry Vale	Clare Connor
Rushey Green	Lawrence Wallington
Sydenham	Alice Cairns
Telegraph Hill	Amanda Lwin

PERSONNEL

HQ, volunteers and management structure

Board of Trustees

This year has seen a number of changes across the board of trustees. After serving the charity as Chair for 5 years with skill and determination, Xanthe Mosley chose to step back from the role. As one of STfL's founding members, and a key visionary behind its creation, STfL owes so much to Xanthe and the energy she has given to its mission. After 4 years of excellent service, Illiana Myles stepped down as Secretary (and from the Board entirely) and was replaced by Elly Bagnall, who also supported Jo Goddard as Co-Chair.

During the reporting year the Trustee Board composition is:

STfL Trustees			
Role	Name	Start Date	End Date
Chair	Elly Bagnall (interim co-chair)	Feb 2024	
	Jo Goddard (interim co-chair)	Feb 2024	
Vice Chair	Jo Goddard	Apr 2020	
Secretary	Elly Bagnall	Oct 2023	
Treasurer	Charlotte Atkinson (mat leave from Oct 2024)	Jun 2021	
	Sophie McGeever	Dec 2022	
	Raj Joneja	Sep 2021	
	Greg Packman	Oct 2021	
	Xanthe Mosley	Sep 2019	
	Nicola Hale	May 2024	
No longer active	Gavin Moore	Aug 2023	Jan 2024
	Illiana Myles	Sep 2019	Jun 2023
	Liam Sollis	Oct 2021	Jun 2024

Structure, Governance and Management

The organisation is a Charitable Incorporated Organisation (CIO). The CIO was established on 4th September 2019 under a *constitution* which established the objects and powers of the CIO. If the CIO is wound up, the members of the CIO have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities. Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees.

HQ

The year also saw some adjustments to the core team at HQ with the team changing to a flat structure with four heads of departments:

- Head of Partnerships & Initiatives: Marie-Claire Denyer
- Co-Head of Residential: Madeleine Tuinstra
- Co-Head of Residential: David Low
- Head of Operations: Oli Back

At the time of writing, the core team structure is under review as we incorporate an Executive Director position and adjust to meet the needs of this growing charity.

Operational Team

- Tree Care Consultant: Caroline Cupitt
- Database Lead: Stuart Reed
- Web & Graphic Designer: Kate McGreevy
- Interviewer & Writer: Dom Eliot
- Tree Support Coordinator: Ariane Blacher
- Business Plan Consultant: Mollie Dodd

PARTNERS

Key organisations we work with



Our close partnership with Lewisham continues to go from strength to strength. We work very closely with their new Tree Officer and are continually grateful for Lewisham's support

MAYOR OF LONDON

The Greater London Authority brought us into the London Urban Forest Partnership and manages the Trees Call to Action bid for which we are a sub-project



We now also work with Southwark Council on a new project outside of Lewisham planting in schools. We are grateful for their support in helping realise our School Programme in the borough



The National Trust has been an invaluable supporter of our work. It has generously offered us funding for multiple projects which has allowed some of our targeted programmes to flourish, as well as a Business Plan consultant, working with us on Business and Strategy development

greentalk

We continue to work with Greentalk and are looking for future projects to work together on



Match funding for the majority of our planting this year, and the reason behind the charity's successful growth, is largely thanks to the Urban Tree Challenge Fund. This is a fund administered by the Forestry Commission and funded by the Exchequer through the Nature for Climate Fund, supported by DEFRA. Up to and including round four of the Urban Tree Challenge Fund, STfL applied on behalf of the London Borough of Lewisham. Consequently these funds were paid directly to Lewisham Council. For round five STfL applied independently as a charity, in part due to the fact that the charity is now planting in boroughs outside of Lewisham, and therefore became the primary recipient of these funds

Other Partners, Funders & Suppliers





COMMUNICATIONS

Talking to Lewisham and beyond about our work

Direct and “Offline” Comms

Street Trees for Living has strong communications, predominantly through “offline” comms. This is most notable within the Residential Programme where our dedicated team of Area Reps speaks directly to neighbours about tree planting in the area. This method is similar to those used in other programmes, as an organisation our communications are predominantly “direct comms” emailing, phoning and meeting with communities and speaking directly to people (with the exception of Grow Back Together).

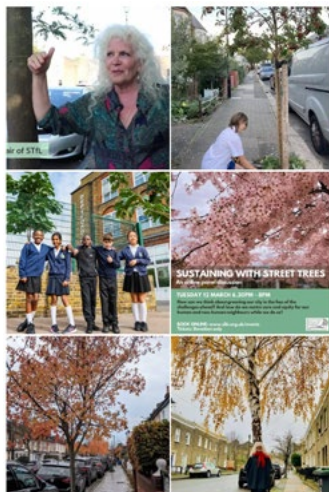
Newsletter (1,548 Subscribers)

Street Trees for Living produces a monthly newsletter to inform the community about its activities and projects. The newsletter includes interviews with volunteers, residents, and environmental experts, highlighting various aspects of the charity’s work. It features a “Tree of the Month” segment to educate readers about unique or significant trees in the local area. Regular updates on tree-planting projects and upcoming events provide opportunities for community involvement. The newsletter serves as a communication tool to strengthen STfL’s outreach and build connections among individuals interested in urban greening.

All of the HQ team contribute to the newsletter as well as many volunteers. Most notably, Dom Eliot who writes up a ‘*Street Tree Enthusiast of the Month*’ for every edition. These are interviews with people who volunteer or work with Street Trees for Living.

Social Media

We have steadily posted and engaged with partners via our social media channels, all thanks to our volunteers.



Facebook 276 Likes, 336 Followers* - [Most liked post](#)



Instagram 1409 Followers* - [Most engaged with post](#)



Twitter / X 2756 Followers* - [Most engaged with post](#)



LinkedIn 282 Followers* - [Most engaged with post](#)

Our goal is to use social media for the following purposes, which we would like to enhance in future years:

Event Announcements: Informing followers about upcoming tree-planting events, workshops, and community gatherings to encourage participation.

Educational Content: Sharing information on the benefits of urban trees, tree care tips, and environmental conservation to raise awareness.

Volunteer Spotlights: Highlighting the efforts of volunteers, Tree Guardians, and community members involved in their projects. Via the Street Tree Enthusiast of the Month.

Project Updates: Providing progress reports on tree-planting initiatives, including before-and-after photos and success stories to showcase their impact.

Collaborations: Featuring partnerships with local organisations, schools, and businesses to demonstrate community involvement and support.

Seasonal Posts: Posting seasonal content related to urban forestry, such as autumn foliage, spring blossoms, and tips for tree care during different weather conditions.

*Followers are at the time of writing - some months after 31st March

Website Redesign and Development

Back in April 2023 the core team started working with web designer Kate McGreevy to breathe new life into STfL's website and create a more user-friendly experience for visitors. Consequently our online branding was completely refreshed with very positive outcomes and feedback.

The scope of works included:

1. To deliver a rebrand to improve legibility & create a refreshed brand for STfL
2. To design and develop a new responsive STfL website to deliver an improved user journey, with clear sign-posting and site map.

We worked to build on STfL's colour palette, introducing pinks, yellows and blues, brought an illustrative concept to STfL's branding with the arrival of colourfully drawn characters (community) and trees, and ensured that sign-posting and the site map worked well and supported and enhanced all the different areas of STfL's work.



Web Stats

Site visits	5.2K
Direct visits	65.7%
From search	29.3%
Bounce rate	63%
Unique visitors	3.5K
Page views	9.7K

"The visuals and sounds on the website are great and really stand out. They instantly give me positive feelings of being around nature which subtly tells me what Street Trees for Living is all about"

- Tamsyn Howes, Freelance Fundraising Consultant



London's people



OUR STORY

...from the humble acorn grows the mighty oak

Heading bars;

- Any accent colour background, white text

PLANT TREES: I'M A BUSINESS

...support your community

- H1 title, caps, bold

- H2 subtitle, sentence case, regular

Greening streets

Planting over 500 trees in south London each year

Twelve years ago two Lewisham residents requested the replacement of a tree felled on their street. The council listened, and the rest, as they say, is treestory...

PHOTO: JORDAN



Page intros;

- H1, sentence case, bold (pink)

- H2, sentence case, regular (light green)

- H3, sentence case, regular (dark green)

Benefits of school street trees

Green corridors

The planting of avenues of trees close to local schools helps to create green corridors. This [reduces walking routes](#) and encourages walking to school, reducing the amount of cars on the roads. This in turn decreases the amount of air pollution.

Road safety

Trees are able to prevent dangerous illegal pavement parking directly outside schools, and to help with the dispersion of air pollution.

When located correctly trees can act as a protective screen between playing children and dirty roads.

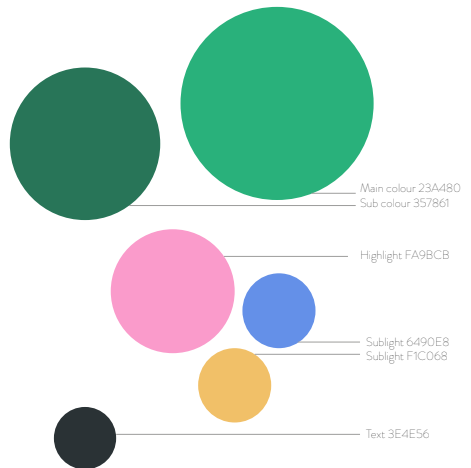
Info section;

- H2 title, sentence case, bold

- H3 paragraph title, regular sentence

- P2 paragraph, regular

- Dark green background, white text



Main colour 23A480
Sub colour 357861

Highlight FA9BCB

Sublight 6490E8
Sublight F1C068

Text 3E4E56

Clockwise: Working illustrations, colour palette, new branding in use, internal brand guidelines

JOIN US

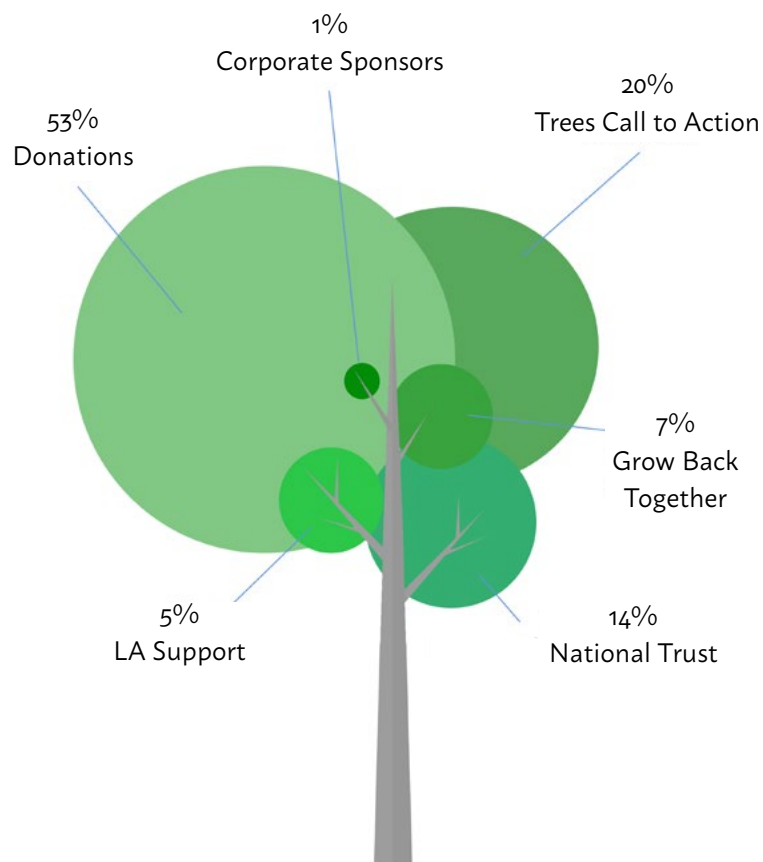
...and help make a positive difference to the area you live in

FUNDING

How we pay for our work

Our funding remains healthy in terms of income vs expenditure, this year's accounts do show a deficit but that is due to our accounting currently being demonstrated on a "cash basis" i.e. additional income that is associated with this financial year was received after the 31st March 2024.

We recognise the need to diversify our funding and we are actively exploring ways to do so.





FINANCIAL REVIEW

Trustee's Report - Financial Review FY2024

At 31 March 2024 cash at bank totalled £235,950 (2023: £288,933), of which £225,950 comprised unrestricted income funds (2023: £189,096), with £10,000 of restricted income funds (2023: £99,837).

Income received totalled £181,917 (2023: £224,593) with £91,804 relating to unrestricted income (2023: £192,082) and £90,113 relating to restricted income (2023: £32,511).

Expenditure for the year totalled £234,900 (2023: £91,376), £179,950 relating to restricted income (2023: £nil) and £54,951 relating to unrestricted income (2023: £91,376).

Incomes received during the year are spent to achieve the stated aims, objectives and activities of the charity and in line with any requirements of donors or grant awarding bodies. Any surplus funds are carried forward to be utilised in future years.

Reserves

In the reporting year, the charity's Reserves Policy is to hold only sufficient unrestricted reserves to cover 6 months of running costs and the costs of at least five trees, in the event that income levels decrease substantially due to unforeseen circumstances.

Unrestricted Reserve: £225,950 (2023: £189,096)

Restricted Reserve: £10,000 (2023: £99,837)

This reflects the cash balance at the end of the year which reflects the timing of large invoices due to go out in the succeeding year. The Trustees are confident that the charity is able to continue operations as a going concern for the foreseeable future based on reserves and confirmed future income.

Going forward, our reserves policy has been updated to cover the amount of funds held within the charity for future projects and resource costs.

Signed by: *Joanne Goddard, Interim Co-Chair*

Approved: *24th January 2025*

FUTURE OUTLOOK

Trees for the future!

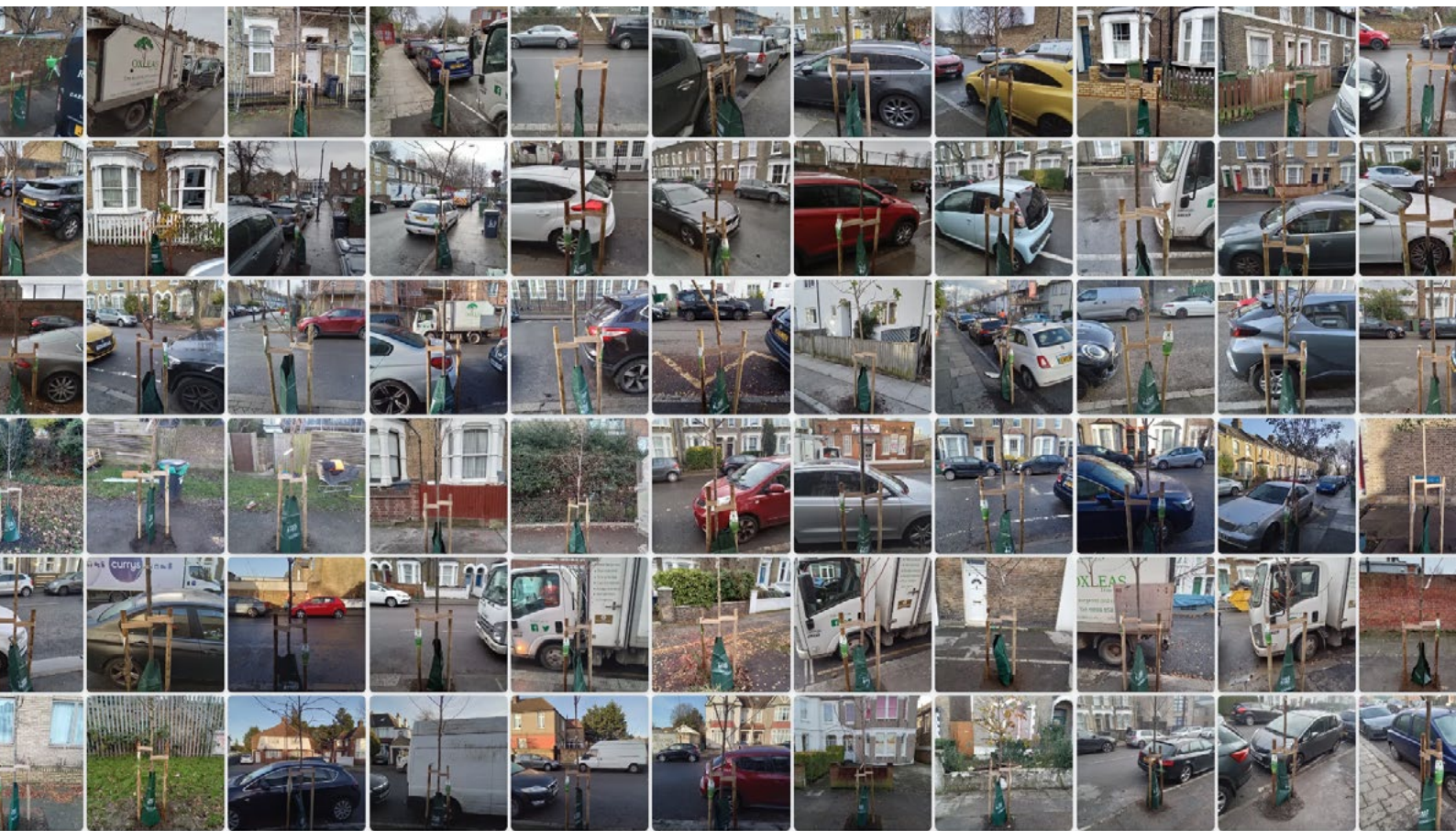
The future of Street Trees for Living is promising as there is increasingly a recognition of the vital role of trees in combating climate change, improving air quality, and enhancing community well-being. Here's what the future might hold for us:

Business Plan & Strategy Development

The charity has grown very organically and at a fast pace, as such we need to redevelop our strategy and vision which can then inform an all-encompassing business plan. This will bring project plans together and allow the charity to better plan for the future.

Expanded Geographic Reach

We will continue to roll-out our School Programme in new boroughs with the intention of working with a total of four London boroughs.





Increased Engagement in Schools

We would like to increase our “offer” to schools and be able to attend each school for talks, assemblies and workshops. This is a focus for our future.

Harnessing Data

We want to make the most of the data we have to develop insights and understanding of street trees, their survival and the role they play in carbon capture and eco-system services.

Corporate Partnerships

We will continue to explore the opportunities of working with corporate partners who align with our strategic aims.

Advocacy and Policy Influence

We would like to expand our role as an advocate for urban forestry policies, influencing local governments to implement more tree protection and allocate more funding to urban greening projects.





TRUSTEE'S DECLARATION

The Board of Trustees has compiled this annual report in line with their duties in Section 4 of 2006 Act to have due regard to guidance on public benefit published by the Commission.

The trustees declare that they have approved the trustees' report above

Contact Details

streettreesforliving.org
info@streettreesforliving.org
Your Space 39 Brookmill Rd.
London, SE8 4HU

Twitter	@STfLLondon
Instagram	@STfLLondon
Facebook	@streettreesforliving.org
LinkedIn	street-trees-for-living



Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name

Street Trees for Living

On accounts for the year
ended

31st March 2024

Charity no

1185165

Set out on pages

On the following pages

(remember to include the page numbers of additional sheets)

Responsibilities and
basis of report

I report to the trustees on my examination of the accounts of the above charity for the year ended 31st March 2024.

As the trustees of the charity, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

Independent
examiner's statement

I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: *K R Moss*

Date: 20/01/2025

Name: Kathleen Moss

Relevant professional
qualification(s) or body
(if any):

Chartered Institute of Management Accountants

Address:

48 Lawn Terrace

London

SE3 9LP

Receipts and Payments accounts from 1st April 2023 to 31st March 2024

	Restricted Funds	Unrestricted Funds	Total Funds 2024	Restricted Funds	Unrestricted Funds	Total Funds 2023
	£	£	£	£	£	£
Receipts						
Donations	7,312	88,364	95,676	32,511	192,082	224,593
Grant Income						
Grow Back Together	12,500	-	12,500	-	-	-
Trees Call to Action Fund	36,301	-	36,301	-	-	-
National Trust	25,000	-	25,000	-	-	-
Local Authority Support	9,000	-	9,000	-	-	-
Commissioned work	-	3,000	3,000	-	-	-
Interest income	-	440	440	-	-	-
Total Receipts	90,113	91,804	181,917	32,511	192,082	224,593
Payments						
Bank charges	-	60	60	-	67	67
Insurance	-	1,032	1,032	-	710	710
IT Subscriptions	1,555	43	1,598	-	1,762	1,762
Legal and professional fees	-	451	451	-	-	-
Marketing & communications	-	7,299	7,299	-	490	490
Memberships & subscriptions	-	188	188	-	-	-
Partner Costs	2,500	-	2,500	-	-	-
Rent	-	1,225	1,225	-	-	-
Staff Fees	79,923	9,934	89,857	-	31,091	31,091
Tree Costs inc planting	95,971	32,115	128,087	-	56,753	56,753
Other expenses	-	86	86	-	503	503
Volunteer & Staff Benefits	-	2,517	2,517	-	-	-
Total payments	179,950	54,951	234,900	-	91,376	91,376
Net of receipts/(payments)	£(89,837)	£36,854	£(52,983)	£32,511	£100,706	£133,217
Cash funds last year end	99,837	189,096	288,933	67,326	88,390	155,716
Cash funds at this year end	£10,000	£225,950	£235,950	£99,837	£189,096	£288,933

Statement of Assets and Liabilities at 31st March 2024

	Restricted Funds	Unrestricted Funds	Total Funds 2024	Restricted Funds	Unrestricted Funds	Total Funds 2023
	£	£	£	£	£	£
Cash Funds						
Current Account	10,000	225,950	235,950	99,837	189,096	288,933
Total Cash funds	£10,000	£225,950	£235,950	£99,837	£189,096	£288,933
Assets retained by Charity for own use						
Held at cost	-	1,057	1,057	-	1,057	1,057
Liabilities						
Fees for services provided in March 24	-	1,105	1,105	-	-	-
Total Current Liabilities	£ -	£1,105	£1,105	£ -	£ -	£ -

Signed by on behalf of the trustees:

Trustee *Joanne Goddard, Interim Co-Chair*
Dated *24th January 2025*