LOCAL TREESCAPES

What?

- Trees = welcome shade, wildlife repository, local landmarks.
- Each tree has a story.
- Tagline: "Our treescape, our pride, our future."

Quick wins

- Plant focal trees in visible areas.
- Imaginative but subtle plaques capture the species and story.
- Share before/after photos.
- Survey of old trees

Community Engagement

- Tree and space adoption / sponsorship.
- Volunteer planting & care days.
- Citizen science (birds, insects, flowering times).
- Mapping trees on OSM

Narrative Tools

- Celebrate trees through blog, short videos etc. on progress & growth, wildlife, seasonal changes.
- Storytelling: connect people to trees' history and value

Cultural Shifts

- Annual events: blossom festivals, leaf walks.
- Tree trails or treescape maps.
- Engage youth: schools and clubs as tree ambassadors.

Negative perceptions

- Select suitable species: low litter, non-invasive roots.
- Provide maintenance guidance.
- Highlight practical benefits: beauty, shade, wildlife, carbon capture, flood mitigation.

treescapes.org.uk