

# York Community Forest

## – Creating a new woodland for York

A greener, cleaner, sustainable and carbon neutral city by 2030

### Objectives

**Think** – all communities - residents, businesses know the council is working towards becoming a carbon neutral city by 2030, and a greener, cleaner and more sustainable city.

**Feel** – residents and visitors feel that the council is combatting climate change, but also feel this space is safe and inviting and residents feel that the space for them to shape and enjoy. That is improves livelihoods and wellbeing of residents, particularly the most vulnerable.

**Do** – residents choose to visit the woodland through active transport options as the primary form of travel, such as walking or cycling. Are encouraged to use the space for outside play, fitness or learning space. Feel able to get involved as volunteers in the planting and maintenance/ongoing management of the space.

Take up opportunities for work, training and apprenticeships created by the new woodland Businesses feel able to use the commercial space to provide revenue for upkeep (pending planning considerations in the proposed green

### Strategy

**Build confidence in a healthy/greener city** - support our ambition to become a carbon neutral city by 2030. Become a greener, cleaner, healthier and more sustainable city that brings benefits to flora and fauna. Encourage people to use active transport options to work and in their local community. Improves bio-diversity, promotes active travel, enhances mental and physical health

**Educate and leave a lasting legacy** – engage and utilise local expertise and knowledge, to gauge opinions and provide accurate and clear details about the proposals. To shape a collective vision of the legacy we want to create for future generations. To promote a city wide approach but also that this is not just about ‘the now’, it’s about the next 150 years.

**Showcase good practice**- by sharing clear and key information about the proposals and the benefits the new Woodland and Pollinator Strategy will bring to York. Promote the opportunities to get involved, strengthening supportive networks by providing communications that will support local communities and businesses. Showcase York’s ambition to become carbon neutral by 2030 - its impact on health and the environment and involvement of city and community supporters and influencers.

### HIGHLIGHTS

- Launch the Woodland/Stray and Pollinator Strategy proposals 19 August through Executive. Papers/comms published on 19 August
- Our City – sent to 90,000 households
- Executive Meeting on 27 August (webcast live)
- w/c 19 Oct email update to elected representatives
- w/c 26 Oct webpage and contact mailbox launched – promoted across social media
- w/c 2 Nov complete draft engagement plan and comms plan for inclusion in CMT report
- w/c 9 Nov draft PID and Engagement strategy go to CMT(11<sup>th</sup> Nov) for review/sign-off
- Nov/Dec consultation conversations with key stakeholders to shape vision and areas of engagement
- Nov/Dec drafting and design of engagement materials (web content/info boards/surveys/leaflets)
- 26 Nov exec report– location of site officially published by CYC
- Dec – partner/stakeholder meetings/consultation on high level vision

### 2021

- Jan - production/distribution/publication of materials and start of engagement
- Feb - early engagement events
- Jan - portfolio holder decision session
- Jan/Feb – early engagement events/surveys see engagement plan
- Mar – engagement feedback/FC approval?
- Mar – sowing of wild-flower meadow and symbolic planting of first trees
- April/May – 2<sup>nd</sup> round of engagement events with stakeholder on specific aspects of the Forest design/guided walks/talks
- June/July – feedback on 2<sup>nd</sup> round of engagement/development that require planning permission/recruitment of volunteers to help with planting in the autumn
- August? - £1M funding from Northern Forest
- Sept- Dec 2021 – phase 1 of tree-planting starts ?? Heritage Lottery funding announcement?

# York Community Forest – creating a new woodland/stray for the city

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also feel this space is safe and inviting and residents feel that the space for them to shape and enjoy. That is improves livelihoods and wellbeing of residents, particularly the most vulnerable.

**Do** – residents choose to visit the woodland/stray through active transport options as the primary form of travel, such as walking or cycling. Are encouraged to use the space for outside play, fitness or learning space. Feel able to get involved as volunteers in the planting and maintenance/ongoing management of the space.

Take up opportunities for work, training and apprenticeships created by the new woodland

Businesses feel able to use the commercial space to provide revenue for upkeep (pending planning considerations in the proposed green belt).

## AUDIENCE

- Communities
- Residents
- Businesses
- Staff
- Partners
- Members
- Visitors (pending Gov changes)
- Commuters
- Local Ward Committees
- Treemendous
- Edible York
- White Rose Forest
- Woodland Trust
- Yorkshire Wildlife Trust
- RSPB
- Askham Bryan College
- York College
- York Environment Forum
- Sustrans

## STRATEGY

- **Build confidence in health/safety of the city**
- **Educate and leave a lasting legacy**
- **Showcase good practice**

## IMPLEMENTATION

### **Build confidence in health/safety of the city**

- Launch proposals through a press release, social media, e-newsletters, letters to targeted audiences, webpage information
- Design simple and clear messages which can be used promote the proposals to targeted audiences and groups
- Share updated information on the key aspects of the proposals once they take shape eg. Progress on the ORR,, purchase of land, tree planting pollinator strategy
- Share information/maps including how to access the woodland/stray through active travel options like cycling and walking including e-newsletters, social media messages, direct mail, Our City,
- Promote the dedicated web page with opportunity to sign-up for e-news
- Boost Facebook posts (target areas of York) where needed
- Display image boards in public spaces showing vision

### **Showcase good practice**

- Showcase the work of the stakeholders/partnership approach
- Publish photo stories of the work involved
- When the trees are being planted and the actions from the pollinator strategy taking space, share photo stories of purpose
- Publish number of people visiting the site/public transport/cycling (nudging behaviours)
- Increase in businesses (and CYC) articles about city strengths, values and assets

### **Educate and leave a lasting legacy**

- Create simple and clear messaging about the proposals to share with partners for their use – this could be copy or written into a booklet/web copy
- Create visually appealing messages for people to share via social media including clear examples of our vision, proposals and benefits
- Boost Facebook and Instagram posts where needed
- Run a Facebook live on the proposals including key stakeholder involvement
- Push out messages and signpost people to refreshed [www.itravelyork.info](http://www.itravelyork.info)
- Share plan with business leaders, stakeholders, members and all staff (personal email from L/DL/CX)
- Encourage partners and stakeholders to share information
- Stimulate discussion on social media with polls and conversation starters
- Produce education packs for all ages on the proposals
- Signpost opportunity for residents to engage in providing their own views throughout the process
- Work with ittravel on behaviour change campaigns targeting influencers

Residents and business share the proposals in the initial stages – we see a positive social media sentiment

As proposals develop we see increased interest from stakeholders and residents promoting the benefits of the new woodland/stray and pollinator strategy for York.

More people visit the council's website and active travel options through [www.itravelyork.info](http://www.itravelyork.info) and more people choose active transport options in this area (once established)

Car usage decreases, air quality improves (stays improved).

## EVALUATION

Audiences	Channels	
Parents	<ul style="list-style-type: none"> <li>- York Mumbler</li> <li>- Schools/headteachers newsletter</li> <li>- Healthy child service</li> <li>- Internal comms</li> </ul>	
Residents (as walkers/cyclists, families commuters and leisure users)	<p>Corporate comms and engagement channels including social ads and potentially referenced in Our City Local media, plus key national media to frame York as positive/national leader – #AskThe Leaders Q&amp;A featuring partners and advocates -</p>	
Businesses/organisations	<ul style="list-style-type: none"> <li>- Leaders Group; Sectoral round tables</li> <li>- Local Ward Committees</li> <li>- Economic development team networks and databases (using Business Friendly Council membership)– Apprenticeships</li> <li><b>Delivery partner organisations</b></li> <li>- White Rose Forest</li> <li>- Forestry Commission</li> <li>- Woodland Trust</li> <li>- Community Forest Trust</li> <li>- Northern Forest</li> <li>- Yorkshire wildlife Trust</li> <li>- Treemendous,</li> <li>- TCV</li> <li>- Woodmeadow Trust</li> <li><b>Environmental groups</b></li> <li>- York environment Forum</li> <li>- St Nicks</li> <li>- Edible York</li> <li>- Knapton Allotment association</li> <li>- York Tree Wardens</li> <li>- RSPB</li> <li><b>Cycling groups:</b></li> <li>- Sustrans</li> <li>- York Bike Belles,</li> </ul>	<ul style="list-style-type: none"> <li>- Employment Hub, Maki it York, York BID</li> <li>- Representatives/intermediary organisations (FSB, Property Forum, Retail Forum, Chamber, LEPS)</li> <li>- Local traders associations; markets, Micklegate, Gillygate, Fossgate</li> <li>- Adapted MY City Centre steering group</li> <li>- Professional service providers (accountants, lawyers, landlords)</li> <li>- LinkedIn, Business bulletin, business-facing accounts and influencers across social platforms</li> <li>- Travel and transport sectors (Bus, train, cycling, deliveries)</li> <li>- City of York heads of comms group</li> <li>- ITravel team targeting city employers</li> <li>- Universities transport leads/student marketing teams</li> </ul>
Community groups	<ul style="list-style-type: none"> <li>- Community Facebook groups - York Civic Trust - Ward councillors and parish councillors - York CVS - Communities teams - York Cares</li> <li>- Talkabout panel - York Bus forum - CAB- Residents Associations – Friends of groups</li> </ul>	