



THE NATIONAL  
FOREST



Plant trees with  
the Business  
Benefits Scheme

# Introduction

The National Forest is one of the boldest and most ambitious environmental projects, creating a new forest for the nation, across 200 square miles of the heart of England. Businesses join in by planting trees, helping us to transform the landscape as well as stimulating economic growth and regeneration.

## Business Benefits Scheme

We offer you the opportunity to work in partnership with the National Forest Company, in the creation and continuing development of the Forest, by planting trees in an affordable way.

We host events during the tree planting season between November and March. This is when the trees are in a dormant phase, allowing them to be transferred safely from nurseries to their new home in The National Forest.



**"Tree planting in The National Forest is a unique and innovative way to celebrate our achievements over the years and will make a positive contribution to the environment. We are delighted to be able to support such a worthwhile cause. Our trees will be a legacy for the future and a permanent mark of our successful past."**

*Claire Bell, Director,  
Actons Solicitors*

## Branding, PR and Event Benefits include:

- A licence to use The National Forest logo in your own communications/publications
- A case study published on The National Forest website
- Assistance from our press officer, providing quotes for your press release and high quality images of The National Forest
- Regular progress reports from the Forest
- A professional photographer is at the event to record your involvement with The National Forest
- A Business Benefit Certificate celebrating your support for The National Forest

### Optional:

- You and your guests come and plant, with the help of skilled and knowledgeable foresters or we can arrange to plant the trees on your behalf





**“Planting trees not only benefits the environment by helping companies reduce the impact of their carbon emissions, but it also builds awareness and develops The National Forest, creating a healthy, attractive local environment for relaxing and enjoying leisure activities.”**

*Seymour Taylor, Managing Director,  
Blue Mountain Water*

## The National Forest and the Environment

Through sensitive and imaginative creation we help improve, protect and preserve the environment for future generations. Together we have an important part to play in mitigating the negative effects of climate change.

Your support delivers positive, measurable impact, helping local communities as well as the 7.6 million visitors who come to the Forest each year.

Further benefits for your business:

- **Reduce the impact of your carbon footprint**
- **Improve your company recognition and media profile**
- **Align your brand with a visionary national project, with impressive green credentials**
- **Impress clients and stakeholders, and reward employees by inviting them to plant trees**
- **Build profile by linking your company with inspiring environmental and educational activities**
- **Increase your reputation as a responsible business setting yourself apart from competitors, helping your business to grow**

Costs	
No. trees	£ per tree
10-49	20
50 +	10
500 +	8

*Prices are subject to VAT.*  
These prices reflect the true cost of creating and developing the new woodland, including future care and maintenance of the site.



Visiting	The Forest is open to visitors to enjoy, attracting 7.6 million people each year. It has a wide range of active leisure activities, rolling rural landscape and entertaining attractions which make it a firm favourite with all ages. 78% are repeat visitors – a good indicator of quality, which bodes well for the future.	7.6 million
Communities get involved	An inclusive approach to community involvement has seen over 130,000 people participate in Forest related events. Long-term involvement of local residents is carefully balanced with the engagement of new communities, regionally & nationally.	130,000 people participate
Leisure & volunteering	Over 40 new sport and recreation facilities have been created. Nearly 20,000 volunteering workdays have been arranged in the Forest by the British Trust for Conservation Volunteers.	20,000 volunteering workdays
Wildlife	The National Forest is helping to create new areas for wildlife through the introduction of new woodlands, grasslands, ponds, hedgerows and heath land. As habitats mature, links between old and new havens increase, along with the variety of animals and plants. This provides a wildlife rich landscape which is more robust to the effects of climate change.	new wildlife
Area & population	The National Forest covers parts of Leicestershire, Derbyshire and Staffordshire. It is easy to access from the M1, M42/A42 and A38 and there are around 10 million people living within a 90 minute drive of the Forest.	easy to access



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### Get involved in 5 easy steps...

**1.** Call us and confirm the number of trees you would like to plant and we reserve your place at the next planting event

**2.** Make your payment

**3.** We provide you with The National Forest logo and a licence to use it

**4.** You tell us more about your business and why you are planting and we publish a case study on our website

**5.** Either you come and plant the trees yourself or we plant on your behalf



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**" We wanted to celebrate the opening of our 300th branch in a sustainable way. Our head office is in Lutterworth, so supporting The National Forest is the perfect option."**

*Alan Ball, Managing Director,  
PTS*

*Photographs by Christopher Beech, Darren Cresswell, Gordon Hudson and the National Forest Company library.*



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