

West Midlands Forestry Framework
GROWING OUR FUTURE
2010-2013
DELIVERY PLAN

Welcome to Growing our Future 2010-2013.

This Delivery Plan reflects the monitoring responses and research carried out indicating what lead partners and stakeholders think should be done with regards to Trees, Woods and Forestry benefiting those living in, working in and visiting the West Midlands. This rolling three-year plan refreshes and updates the 2008-2011 Delivery Plan, taking into account the WMRFF Refresh and is designed to be reviewed annually.

The layout is similar to previous years with each theme having a number of objectives that the stakeholders will be striving to achieve. Again, each objective has a number of accompanying activities which are set out in the tables. These vary in their complexity; some only require one activity; others require a variety of actions. Your help is now required in assisting with the delivery ensuring that through your activity, expertise and commitment we can achieve the vision for trees, woodland and forestry in the West Midlands.

With each objective and series of activities are the following;

- Pointers as to who will be lead partner(s) and therefore responsible for seeing the work is carried out
- These lead partners and partnership groups are only identified in the first instance but in practice a wide range of stakeholders will be typically involved
- Target and success indicators that will allow effective monitoring to take place; and we intend using a traffic light system [Red, Amber, Green] to monitor ongoing progress/barriers as the implementation continues

We encourage you to play your part and collectively this will continue to make a real difference, helping to ensure that our trees and woodlands enrich our lives whilst securing their long term future.

An electronic version of the Growing our Future Delivery Plan 2010-2013 is available for downloading from our www.growingourfuture.org website where news and information, including the work of the Task Groups, is also stored. Should you wish to discuss the detail more fully then please do not hesitate to contact us.

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Theme 1 Tree & Woodland Cover		Aims The WMRFF stakeholders' goal is: <ol style="list-style-type: none"> To create a significant resource of new woodlands, both urban and rural, using robust targeting initiatives and incentives – the right tree in the right place for the right purpose To inform and encourage development of existing woodlands at both landscape and site scales, which reflect and enhance diversity, landscape character and local distinctiveness To protect, manage and enhance the long-term sustainability of existing trees and woodlands in rural and urban locations To use individual trees and woodland to enhance local distinctiveness and sense of place, and also to increase resilience to the effects of climate change 							
Ref	Objective	Examples of Planned Activity	Progress	Target/Success Indicators	Delivery Partners	Outline Timetable			
					Including:	10/11	11/12	12/13	
TWC1	To collaborate in developing robust targeting tools and incentives that promote significant increases in regional tree and woodland cover	<ul style="list-style-type: none"> Use, continue development and review woodland opportunities mapping Establish joint agency database of private and public sector land owners for improving access to grant information, advice and securing of support through a one-stop shop Set targets for tree planting with enhanced grant support for targeted areas and where timber production and ecosystem services can contribute to Low Carbon Transition targets and new Government's National Tree Planting Campaign ; lobby Low Carbon Task Force on behalf of WM Consult with regional land managers & agents to develop incentives which enable the provision of appropriate grant support 		EWGS Uptake Database established One stop shop set up Targets set and met Attractive package of grants with maximum uptake	All FC, NE & Agencies FC,NE, EA, HA, LA, NGOs and Private sector FC, NE & Funding bodies	x	x	x	
TWC2	To deliver a significant increase in tree and woodland cover where strategic target areas identified	<ul style="list-style-type: none"> Plant more trees 		Number of Ha planted	All	x	x	x	

		<ul style="list-style-type: none"> • Increase awareness and promotion of grants focussing on their financial viability • Demonstrate to planners the need for, and success of, young woodland plantings in creating valuable green space • Develop private/NGO woodland creation delivery models like Woodland Trust's MOREwoods 		EWGS & ES (HLS options) uptake	ConFor, WT, CLA, NFU NE, FC	x	x	x
				EWGS & ES Uptake	FC, NE, LAs	x	x	x
				Case Studies, Seminars, Workshops	WT, ConFor, All	x	x	x
TWC3	To promote the contribution that trees (urban, ancient and notable), woodlands and forestry make our culture and raise the profile of woodland and its complementary management in relation to the historic environment	<ul style="list-style-type: none"> • Embed the contribution and benefits of trees, woodland and forestry in associated agencies/department programmes • Reflect contribution and raise the profile of trees, woodland and forest through: <ol style="list-style-type: none"> 1. regional tourism media and attractions 2. woodland heritage & the Ancient Tree Hunt initiative 3. forest schools & outdoor learning programmes 4. renewable build & energy requirements • Support the role of street trees through Trees & Design Action Group • Engaging with role of trees & woodland for EU Landscape Convention driven initiatives 		Embedded in programmes & strategies	Agencies LA, FC, NE	x	x	x
				Publications and website activity	All	x	x	x
				Initiatives & programmes growing	TDAG,FC	x	x	x
				Evidence of positive engagement		x	x	x
TWC4	To increase the understanding and contribution of trees, woodland and forests with regard to climate change mitigation and adaptation	<ul style="list-style-type: none"> • Embed the contribution and benefits of trees, woodland and forestry in associated agencies programmes and Forest schools and outdoor learning programme activities e.g. Woodland Trusts 'Tree For All' campaign (http://www.treeforall.org.uk/) 		Embedded in programmes and strategies	Agencies LA, FC, NE, WT	X	X	X

		<ul style="list-style-type: none"> • Create new visitor attractions which demonstrate the role of trees, woodland and forests. Support their promotion through media, tourism boards and partners e.g. National Forest, , Woodland Trusts 'VisitWoods', Grow with Wyre • Establish a 'wood for good' campaign which also promotes and demonstrates the broader contributions • Support information days for woodland owners 	<p>Number created</p> <p>Campaign established</p> <p>Number of days and uptake</p>	<p>FC, NFC, WT, DMP Private Sector</p> <p>ConFor, FC</p> <p>FC, NE, Agencies</p>	<p>X</p> <p></p> <p>x</p>	<p>x</p> <p>x</p> <p>x</p>	<p>X</p> <p></p> <p>x</p>
TWC5	To increase the contribution of trees, woodland and forests in the provision of long term sustainable ecosystem services at a landscape scale	<ul style="list-style-type: none"> • Commission work to summarise and evaluate the contribution of trees, woodland and forests, drawing on existing knowledge • Develop best practice land use based systems to assist woodland owners/managers' understanding, quantification and valuation of ecosystem services 	<p>Study published</p> <p>Guidelines and Case Studies produced</p>	<p>FCR, FC NE</p> <p>FC, NE</p>	<p>x</p> <p></p>	<p></p> <p>X</p>	<p></p> <p>X</p>
TWC6	To increase seed supply from quality sources in order to maximise the potential of new woodland planting minimising the impact of climate change	<ul style="list-style-type: none"> • Identify and provide grant support to aid the development, maintenance, testing and promotion of seed orchards/stands to provide the industry with much needed improved seed sources 	<p>Grant uptake</p>	<p>FC, Agencies</p>	<p></p>	<p>x</p>	<p>x</p>
TWC7	To provide and protect a sustainable resource of trees, woodlands and forests in places where they can contribute most to society and the West Midlands-wide economy	<ul style="list-style-type: none"> • Support and develop existing and new initiatives which promote, diversify and add value to woodland businesses and products • New planting close to urban centres through enhanced grant incentives 	<p>EWGS, RDPE uptake</p> <p>EWGS uptake</p>	<p>FC, SFTG, HW</p> <p>FC, WT, Forum</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>

		<ul style="list-style-type: none"> Pilot the establishment of an ecosystem services improvement grant for woodland owners/managers which combines silvicultural practices with delivery of public benefits Integrate an understanding of the value of trees, woodland and forests into evolving sub-regional and local planning and delivery frameworks 		Grant developed and launched	FC		X	X
				Inclusion in LDFs	LA, FC	X	x	X

Theme 2 Trees, Woodland and Forestry Industry		Aims The WMRFF stakeholders' goal is: <ol style="list-style-type: none"> To work towards the sector being viable, dynamic and competitive in terms of being able to supply sustainable renewable materials and woodfuel, increasing product diversification, anticipating and meeting carbon and other market requirements To achieve a healthy tree, woodland and forestry sector delivering economic output alongside ensuring the effective delivery of combined environmental and social benefits. To sustain the woodland and forestry workforce and encourage new entrants, supporting skills development and knowledge transfer for the sector To engage and re-engage with growers, owners and land managers in actively managing woodlands for sustainable economic gain 						
Ref	Objective	Examples of Planned Activity	Progress	Target/Success Indicators	Delivery Partners	Outline Timetable		
					Including:	10/11	11/12	12/13
TWFI1	To improve the efficiency and viability of the woodland and forestry sector	<ul style="list-style-type: none"> Update the Regional Forestry Economic Baseline for West Midlands with NIWT2 data Promote the scheduling of local harvesting activity and pilot its coordination Undertake detailed research on regional primary and secondary processors, identifying key requirements, mapping the origin of inputs and destination of intermediate and final products to identify constraints and opportunities to access markets 		NIWT2 updated	FC	X		
				Pilot completed	ConFor FC		X	x
				Research completed, WM take reviewed	EFIP Scottish Enterprise ConFor	X	X	

		<ul style="list-style-type: none"> • Pilot the establishment of machinery rings e.g. Anglia Woodfuel model • Ground truth and cross reference the Baseline master database with the Heartwoods Directory and undertake spatial analysis of forestry sub sectors to inform and target regional business support mechanisms • Provide advice and grants to help existing and new local woodland networks to share facilities, resources (including administration), staff expertise and equipment • Fast track the development and rolling out of small scale grants to support industry development where government bodies/agencies take the burden of bureaucracy requirements • Target woodland owners in promoting and increasing the awareness of the tax advantages of commercially managed woodland • Review FE tender credit requirements to ensure small businesses can qualify to tender • Increase awareness and support to identify, control and monitor plant health • Provide guidance and training on mensuration, timber assessment and marketing combined with local activities to develop supply chain 		<p>Machinery Ring(s) operational</p> <p>Database updated</p> <p>Businesses supported</p> <p>Grant uptake</p> <p>Woodland into management</p> <p>Credit Requirements reviewed</p> <p>Increased awareness & support</p> <p>Uptake</p>	<p>Forum, ConFor, HW</p> <p>HW, BL</p> <p>FC, HW</p> <p>FC, NE, RDPE</p> <p>ConFor, CLA, NFU, FC</p> <p>FC</p> <p>FC, NE, DI, FCR, HW</p> <p>Woodworks, Landskills ConFor, HW</p>			<p>X</p> <p>X</p> <p>x</p> <p>X</p> <p>X</p> <p></p> <p>X</p> <p>X</p>	<p></p> <p>X</p> <p>x</p> <p>x</p> <p>x</p> <p></p> <p>x</p> <p>x</p>	<p></p> <p></p> <p>X</p> <p>X</p> <p></p> <p></p> <p>X</p> <p>X</p>
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		<ul style="list-style-type: none"> Support the private sector input required to provide quarterly market summaries (prices and trends) for softwood and hardwood timber based on product type Develop collaborations with other land-based sectors especially in relation to training, adding value and branding 	<p>Improved market summaries</p> <p>Collaborative activity increasing</p>	<p>FC</p> <p>FC, NE, NFU, CLA, ConFor</p>	<p></p> <p>X</p>	<p>x</p> <p>x</p>	<p>X</p> <p>X</p>
TWFI2	To develop sustainable woodland and forestry markets, products and enterprises by the exemplary management of assets and grasping new opportunities	<ul style="list-style-type: none"> Pilot and demonstrate supply chain models that promote collaborative and co-operative working to increase the proportion, availability and quality of regionally grown timber in the short, medium and long term Promote UKWAS registered woodland and best practice through public and private case studies which demonstrate sustainable woodland management to co-deliver economic activities e.g. timber harvesting, with public benefits e.g. biodiversity enhancement Re-engage the primary processing (sawmill) sector with the public sector by securing better plant and facility resources and supply chain development Promote and support the development of chain of custody schemes Support substantial woodland infrastructure improvements and upgrading, especially access for management and harvesting operations 	<p>Increase in availability and quality</p> <p>Increasing case studies</p> <p>Improved plant & facility resources; supply chain development</p> <p>CoC Increases</p> <p>EWGS & RDPE Uptake</p>	<p>HW, MWF Rural Hubs, BL</p> <p>FC</p> <p>FC RDPE ConFor HW Industry</p> <p>FSC, FC, ConFor Industry</p> <p>FC, HW, RDPE</p>	<p></p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>x</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>

		<ul style="list-style-type: none"> Stimulate demand and build market capacity for traditional and innovative forest products and enterprises Demonstrate to timber purchasers and end users the availability, quality and benefits of regionally grown timber Increase support to transfer technology and create locally relevant products through the demonstration of processing and construction techniques (e.g. finger jointing small round wood to create laminated construction timber) to specialist and mainstream construction markets and end users Ensure woodland and forestry businesses are fully supported by regional policies agendas. Develop and promote public procurement initiatives that will enhance market opportunities for woodland products and services from regional sources 	<p>Increase in numbers of products and enterprises</p> <p>Workshops, publicity, etc</p> <p>RDPE Uptake; Knowledge exchange</p> <p>Policies embedded</p> <p>Growing number of initiatives</p>	<p>FC, BL, AWM, HW</p> <p>FC, ConFor, WMCCE, HW, NFC</p> <p>RDPE, Agencies, FC ConFor, HW</p> <p>FC, Agencies</p> <p>RIEP, FC GOWM, LA</p>	<p>X</p> <p>x</p> <p>x</p> <p>X</p> <p>x</p>	<p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p>	<p>X</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p>
TWF13	To raise the levels of skills and knowledge to enable exemplary woodland management; maintaining and upskilling the woodland and forestry workforce and encouraging new entrants	<ul style="list-style-type: none"> Sponsor professional forestry and land sector bodies to promote and identify funding requirements and opportunities for training Support forest apprenticeships, work placements and 'taster day/week' for new entrants considering working in the sector and accessible, continued professional development training for those already in the sector 	<p>Training uptake</p> <p>Increasing numbers of apprenticeships</p>	<p>HW, Woodworks Lantra,</p> <p>FC, Forum, ConFor, SWA, Lantra, SFTG</p>	<p>X</p> <p>X</p>	<p>X</p> <p>x</p>	<p>X</p> <p>X</p>

		<ul style="list-style-type: none"> Establish regional 'job centre' by assisting informal and formal educational providers in the promotion of careers in forestry, provision of the skills and qualifications required and liaison with potential employers Use public and private sector expertise to provide impartial, independent advice and training on timber assessment, harvesting, marketing to owners and agents. This would build confidence and encourage greater silvicultural activity to facilitate bringing timber to market Work with local colleges e.g. Harper Adams and Pershore, to increase forestry course options and develop forestry skills 	<p>Increasing number of placements</p> <p>More timber in the market place</p> <p>Increased offer</p>	<p>HW, SFTG, Lantra</p> <p>FC, ConFor, Industry, HW</p> <p>FC, Forum, HW, ConFor HE & FE colleges</p>	X	X	X
TWFI4	To influence and enable the provision of support mechanisms and to seek to improve accessibility throughout the sector	<ul style="list-style-type: none"> Improve access and support for industry and landowners via a 'one stop' advisory point, providing succinct summary information on grant and capital funding mechanisms including costs, timeframe and likelihoods of applications being supported as well as substantial support to complete applications Raise the role and profile of existing partnerships and infrastructure organisations such as ConFor and EFIP to represent and facilitate sector development interests with government support 	<p>One-stop advisory point set up</p> <p>Increased sector development</p>	<p>FC, NE, BL, HW</p> <p>FC, Forum, ConFor, EFIP</p>	X	X	X

Theme 3 Wood Energy & Recycling		Aims The WMRFF stakeholders' goal is:							
		<ol style="list-style-type: none"> 1. To support the move to a low carbon economy for the West Midlands 2. To move wood energy from a recognised niche market to a more mainstream activity 3. To ensure the region's trees, woods and forests make a significant contribution to the West Midlands energy supply for business, public sector and domestic markets. 4. To develop closer working relationships between energy and recycling 5. To address the barriers to ongoing infrastructure development (e.g. planning, access to wood, security of supply, the assumptions of key leaders and decision makers) 							
Ref	Objective	Examples of Planned Activity	Progress	Target/Success Indicators	Delivery Partners	Outline Timetable			
					Including:	10/11	11/12	12/13	
WER1	To improve awareness, understanding and support for wood energy from green and recycled sources	<ul style="list-style-type: none"> • Raise the profile of wood energy through regional champions and promotional events • Encourage the waste sector to identify opportunities to develop green corporate credentials and act as depot points for wood residues and products • Encourage and improve greater partnership working and promotion of wood energy across the supply chain • Promote and demonstrate the feasibility and benefits of wood fuel to LAs, planners and developers and encourage greater commitment to wood energy 		<p>Woodlands into management</p> <p>Increasing number of depot points</p> <p>Case Studies</p> <p>Positive feedback from LAs</p>	<p>HW, FC, NFU ConFor, CLA, WIN, NFC, NE</p> <p>LA, WMLB</p> <p>HW, FC, NE</p> <p>HW, FC</p>	X	X	X	
WER2	To develop and support new initiatives for the wood energy industry in the West Midlands promoting a low carbon economy	<ul style="list-style-type: none"> • Encourage the uptake of the Woodland Enterprise Grant across the West Midlands • Determine the available woodfuel resource on a sub regional basis through detailed consultation with woodland owners and managers via a subsidised management advice service 		<p>Grant uptake</p> <p>Data availability</p>	<p>RDPE, HW, FC, AWM, MWF</p> <p>HW, FC</p>	X	X	X	

		<ul style="list-style-type: none"> Map the resource using NIWT2 data and consultation information and cross reference with installed capacity and planned demand data to identify opportunities and constraints Foster the development of local fuel supply chain clusters Develop and promote public procurement initiatives to enhance market opportunities for woodfuel products from local sources Identify training requirements across the supply chain Lobby for standardisation/quality assurance for wood chip and pellet grading 		Data mapping	HW, FC		X	X
				Increasing numbers of clusters	MWF, HW, FC	X	X	X
				Increasing number of initiatives	RIEP, GOWM, LA	x	X	X
				LMI	Lantra, EFIP, FC	x	X	X
				Quality Standard adoption	FCE	x	x	x
WER3	To support new initiatives, share knowledge and best practice	<ul style="list-style-type: none"> Compile database of public sector installations and private sector developments Create wood energy trails for Forest schools, outdoor learning programme activities and public Continue to support the development and access to quality information sources and advisors Assist industry through land-based fora to disseminate woodfuel best practice and technology transfer 		Database	HW, LA, ConFor, CLA, NFU		X	
				Number of trails developed	Forest Schools, SFTG		X	X
				Continued support for Heartwoods	FC, AWM, HW	X	X	X
				Workshops, Seminars, web-based publications	FC, ConFor, CLA, HW, NFU	x	x	x

Theme 4 Recreation and Tourism		Aims The WMRFF stakeholders' goal is: <ol style="list-style-type: none"> To embed the Framework in sub-regional and local economic, cultural and tourism strategies For the tree, woodland and forestry sector to become recognised as a significant contributor to West Midlands-wide recreation, tourism and leisure opportunities whilst delivering economic and environmental benefits To develop sustainable woodland and forestry-related tourism in the region and reduce the barriers through education and demonstration To increase the opportunities for everyone to enjoy trees, woodlands and forests 							
Ref	Objective	Examples of Planned Activity	Progress	Target/Success Indicators	Delivery Partners	Outline Timetable			
					Including:	10/11	11/12	12/13	
RT1	Continue to raise awareness of the economic and cultural value of the forestry sector to the West Midlands-wide recreation, tourism & leisure industry, e.g. through Destination Management Partnerships	<ul style="list-style-type: none"> Promote projects which engage and inform the public whilst generating income through increased paid public access, use of local services and purchase of local goods Illustrate the production, distribution and consumption of goods and services in the forestry through visitor attractions and via forest schools and outdoor learning programme activities List and promote forest based recreational facilities in region to activity groups and through to tourism outlets, e.g. WT's 'VisitWoods' programme 		<p>Projects and Case studies</p> <p>Increasing no. of attractions, forest school and outdoor learning activities</p> <p>Increased information available</p>	<p>FC, ConFor, NFC, AWM, DMPs</p> <p>SFTG, FC, Forest Schools, NFC AONBs</p> <p>FC, WT, NT, DMP, LAs</p>	X	X	X	
RT2	Generate greater economic and other support in order to develop potential woodland and forestry-related tourism	<ul style="list-style-type: none"> Undertake primary research to establish a more detailed picture of informal recreational use to inform a comparative analysis of spend patterns and motivations for visiting woodland and associated land based attractions Undertake specific research into established and emerging organised sporting markets as to their economic value, their role in the wider rural social economy and to identify potential support mechanisms for market devt. 		<p>Research commissioned and completed</p> <p>Research commissioned and completed</p>	<p>FC</p> <p>ConFor, CLA, HW, SWA BASC, DI, NFU</p>		X	X	

			<ul style="list-style-type: none"> Support the transfer of FC and private sector expertise in identifying sites and developing income from the recreational and tourism use of woodland and other land types to other woodland owners/occupiers 		Owners/agents seminars & workshops	FC, ConFor, CLA, SWA, Private Sector	X	X	X
RT3	Encourage woodland owners to welcome visitors and develop innovative schemes linking woodland with other land-type recreation where possible/feasible		<ul style="list-style-type: none"> Encourage and support woodland owners of existing visitor facilities to host information days for other woodland and landowners/managers to transfer knowledge and experience Identify specific opportunities for woodland owners and the sector in general within RDPE to pilot and demonstrate how multiple use of woodland and forestry areas can deliver tangible economic benefits Develop and sponsor the implementation of woodland management plans that enable the segregation and/or rotation of activities and facilities across a wider landscape 		Owners/agents seminars & workshops	FC, ConFor, CLA, HW, SWA	X	X	X
					WEG, REG and Leader Uptake	RDPE, AWM Partners, HW	X	X	X
					EWGS Developmet and uptake	FC, Private Sector			X
RT4	Secure public access in the longer term through e.g. CROW dedication and other agreements		<ul style="list-style-type: none"> Encourage woodland owners to consider adopting Section 16 CROW dedication through promotion of benefits e.g. lighter liability laws Encourage planners to secure greater public access through Section 106s and Community Infrastructure Levy (CIL) agreements 		Increase in land dedication	FC, ConFor, LAs, LAFs	X	X	X
					Increase in activity	LAs. RTPi,	X	X	X

Theme 5 Health & Wellbeing		Aims The WMRFF stakeholders' goal is: 1. To secure recognition, understanding and commitment at a strategic level for the contribution of woodland and forestry to the health and wellbeing of all of us 2. To develop woodland based-health opportunities for people living in, working in and visiting the West Midlands, e.g. NHS Forest							
Ref	Objective	Examples of Planned Activity	Progress	Target/Success Indicators	Delivery Partners	Outline Timetable			
					Including:	10/11	11/12	12/13	
HW1	To continue to develop opportunities for woodland and forestry to deliver a healthier region (physically, mentally and spiritually)	<ul style="list-style-type: none"> Review output from the Natural Health Service Campaign and identify opportunities for woodland owners Support the development of taster sessions for the public and community groups to gain 'green gym' experience through e.g. 'Active Woods', informal woodland walks and traditional woodland management operations Provide advice and training to woodland owners/managers to aid understanding of requirements, opportunities and provision of paid services and access Support the NHS Forest initiative as a mechanism for woodland creation based health benefits at the point of medical delivery 		<p>Review completed</p> <p>Increasing numbers of sessions</p> <p>Social Forestry Guide Published</p> <p>Increasing numbers of SF Leaders</p> <p>Data</p>	<p>NE, FC, SFTG, DHWM</p> <p>NE, FoM, SFTG, SWA</p> <p>SWA, SFTG</p> <p>SFTG</p> <p>NE, Hospital Trusts. DoH</p>		X		
HW2	To develop cross-sectoral links between wooded green space and health by: <ul style="list-style-type: none"> Promoting the benefits of trees, woods and forests for health Increasing the number of 	<ul style="list-style-type: none"> Support targeted surveys of different public groups to assess their understanding, desire and support for green space health related activities Work with woodland and land owners, trusts and charities to identify opportunities, promote, develop, monitor and evaluate 		<p>Surveys completed</p> <p>Exemplars and case studies</p>	<p>NE, FC, SFTG, DHWM</p> <p>SFTG, FC, NE</p>	X	X	X	X

	<p>partnerships between forestry and health</p> <ul style="list-style-type: none"> Increasing the evidence base of good practice 		<p>the attractiveness and effectiveness of different green space experiences</p> <ul style="list-style-type: none"> Raise awareness of the role trees play in providing cleaner and safer environments 		<p>Research published</p>	<p>NE, FC</p>	<p>X</p>	<p>X</p>	<p>X</p>
HW3	<p>To encourage and facilitate research into the monetary value of the sector in raising regional health against key relevant indicators, e.g. lower heart disease through healthy walking</p>		<ul style="list-style-type: none"> Assist health trusts in the evaluation, management and improvement of their green space for recreation and health Continue to use flagship initiatives, e.g. "Route to Health", "Active Woods" campaigns as exemplar projects 		<p>Research published</p>	<p>FCR, NE</p>		<p>X</p>	<p>X</p>
					<p>Number of case studies published per year</p>	<p>FC, SFTG, NE</p>	<p>X</p>	<p>X</p>	<p>X</p>
<p>Theme 6 Fostering Social Inclusion</p>		<p>Aims The WMRFF stakeholders' goal is:</p> <ol style="list-style-type: none"> To provide more information and greater opportunity for all of us to appreciate and understand and have better access to the benefits of trees, woodlands and forests To enable people to connect to the natural environment through the experience of trees, woodlands and their wildlife To enable people in the West Midlands to achieve greater personal potential through woodland learning and associated activities such as tree planting 							
Ref	Objective		Examples of Planned Activity	Progress	Target/Success Indicators	Delivery Partners	Outline Timetable		
						Including:	10/11	11/12	12/13
FSI1	<p>To promote, raise awareness demonstrate and evaluate examples of participation and woodland activity, inspiring people about the benefits of trees and woodland for social inclusion</p>		<ul style="list-style-type: none"> Support the work programme of the Social Forestry Task Group Compile private and public sector examples through engagement of woodland owners and managers and support their future promotion 		<p>Thriving network and work programme</p> <p>Case Studies, Workshops and Open Days; updated database</p>	<p>All</p> <p>SFTG</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>

FSI2	To promote accessible woodlands and develop programmes of specific initiatives for hard-to-reach groups volunteers and communities		<ul style="list-style-type: none"> Assist providers in developing quantifiable measures of benefits and apply to the assessment of different activities and centres e.g. Woodland Trust's Space for People Further opportunities for joint working with local and national NGOs who have established track records in securing positive community and individual engagement 		<p>Development of robust mechanisms and ground-proofing</p> <p>Case Studies, Workshops and Open Days</p>	<p>WT & Space for People, SFTG</p> <p>SFTG, All</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>
FSI3	To provide all schools with access to woodland and forestry education on site or in woodlands		<ul style="list-style-type: none"> Assess how the distribution of suitable and accessible woodland relates to the distribution of the region's schools to identify constraints and opportunities Pilot targeted engagement and support schemes for both woodland owners/managers and schools Support and encourage take-up of 14-19 Land-based diplomas and apprenticeships 		<p>Mapping; Forest Schools evaluation</p> <p>EWGS/Other funding uptake</p> <p>Numbers increasing</p>	<p>FC</p> <p>FC, Agencies</p> <p>Lantra, SFTG, Forum</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>
FSI4	To promote, demonstrate and raise awareness amongst woodland owners and practitioners of the significant economic, environmental and social benefits of active and accessible woodland management		<ul style="list-style-type: none"> Locate and sponsor sub regional exemplar examples of varying attraction types, scale and scope Support visits by woodland owners/managers and related local businesses to see and discuss the practicalities and benefits (economic and non economic) of providing facilities and resources 		<p>Social Forestry WIG uptake</p> <p>Social Forestry Guide, Open Days and Workshops</p>	<p>FC</p> <p>SWA, SFTG, AONBs, LAs, NFC, FoM, NT</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>

Theme 7 Enhancing Biodiversity		Aims The WMRFF stakeholders' goal is: <ol style="list-style-type: none"> To deliver relevant nature-conservation objectives as set out in legislation, international commitments, national and regional policies and local strategies and plans To achieve woodland and other linked and associated semi-natural habitats' targets in policies and strategies, with particular regard to national and regional biodiversity strategies and relevant associated local Biodiversity Action Plans 							
Ref	Objective	Examples of Planned Activity	Progress	Target/Success Indicators	Delivery Partners				
						Including:	10/11	11/12	12/13
EB1	Through landscape-scale delivery, meet the national targets relevant to the West Midlands for Sites of Special Scientific Interest and the biodiversity priority habitats of the England Biodiversity Strategy Delivery Framework and the Regional Biodiversity Delivery Plan; contributing to local BAP targets and delivery	<ul style="list-style-type: none"> Support the work programme of the Trees, Woods & Forestry Biodiversity Task Group Provide enhanced support mechanisms to assist woodland owners in managing sensitive sites to bring them into favourable condition Provide enhanced support for native woodland expansion as a UK BAP target 		<p>Thriving network & work programme</p> <p>EWGS Uptake, Targets met</p> <p>EWGS Uptake, Targets set and met</p>	<p>All TWFBTG</p> <p>FC, NE, WT</p> <p>FC, NFC, NE, WT</p>	X	X	X	X
EB2	To prevent further loss and enhance ancient semi-natural woodland and trees with new native woodland planting in targeted locations and at a landscape scale of delivery to provide and enhance habitat networks and increase semi-natural woodland cover, taking into account regional scenarios of climate change	<ul style="list-style-type: none"> Identification and development of planting stock (regional, improved etc) to ensure new woodland incorporates the species (native and non native) and diversity likely to copy with climate change scenarios Support regional and local policy to provide absolute protection for ancient woodland Assist woodland owners/managers and contractors to identify, control and monitor pests, diseases and invasive species 		<p>Increased range of species and provenance</p> <p>LDF development, FC Policy</p> <p>Workshops and training packages</p>	<p>FC, Private Sector</p> <p>WT, LAs, FC TWFBTG</p> <p>WT, Confor, Lantra, FC, HW, Woodworks</p>	X	X	X	X

EB3	To develop a programme for the improvement and restoration of plantations on ancient woodland sites where appropriate that take into account the other benefits such as regional climate change scenarios		<ul style="list-style-type: none"> • Provide targeted grants which support the active management of woodland for seed production to enable evolution through regeneration and where appropriate, expansion of species diversity • Enhance grant rates for plantings using material selected for improved performance (survival, growth, pest and disease resistance etc) • Provide enhanced support mechanisms to assist woodland owners in sensitively managing PAWS sites to bring them into restoration, e.g. Shropshire Hills AONB Ancient Woodland initiative 		<p>EWGS uptake</p> <p>EWGS/HLS Scoring</p> <p>Enhanced support mechanisms</p>	<p>FC</p> <p>FC</p> <p>WT, FC</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>
EB4	To ensure woodland management planning addresses the needs of priority woodland and associated habitats and species including those of farmland		<ul style="list-style-type: none"> • Improve technical knowledge and awareness of individual species' biology and ecology and their management requirements 		Research & Publications	FCR, NE TWFBTG	X	X	X
EB5	To increase contributions and commitment to wildlife gain with regard to woodland, urban trees, hedges, traditional orchards, parkland & wood pasture, ancient and notable trees		<ul style="list-style-type: none"> • Ensure options and targets covered by existing grants are sufficient to secure land managers' engagement and commitment across their holdings • Pilot incentives for landowners to cooperate together at a landscape scale to deliver wildlife gain 		<p>Woodland Birds WIG & EWGS uptake</p> <p>Increasing number of initiatives</p>	<p>FC, NE, RSPB, DI, BTO</p> <p>DI, WMBP, TWFBTG</p>	<p>X</p> <p></p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>

EB6	To increase public awareness of the biodiversity value of woodland and individual trees and increase participation in their management and conservation		<ul style="list-style-type: none"> • Develop innovative publicity programmes with existing forestry/woodland bodies to secure public engagement and local sponsorship of woodland management and conservation • Promote forestry in the National Curriculum 		Publicity programmes	WT, Wildlife Trusts, FC, TWFBTG	X	X	X
					Land-based Diploma (14-19) uptake; Forest Schools, Apprenticeships	Lantra, Forest Schools, TWFBTG	X	X	X
EB7	To raise the levels of skills and knowledge to enable exemplary, sustainable woodland management linking to appropriate standards and accreditation		<ul style="list-style-type: none"> • Provide effective technical training days and events for advisors and woodland owners/managers • Sponsor the production of articles and leaflets in trade press • Develop bespoke courses and training packages in conjunction with NGOs and the private sector to meet the needs 		Training Days	Lantra, FC, Woodworks, HW, Trainers	X	X	X
					Training Courses				
					Articles and leaflets produced	All	X	X	X
					Courses and Training packages accredited	FC, ConFor, NE, WMBP, TWFBTG, Lantra	X	X	X
EB8	To encourage and improve the survey, capture, assessment, dissemination and sharing of biodiversity and geodiversity data to support the sustainable management, enhancement, design and creation of woodland		<ul style="list-style-type: none"> • Encourage woodland owners, managers and advisors to record and provide species data 			WMBP, NE, FC, TWFBTG, Owners & Managers	X	X	X

Theme 8 Climate Change		Aims The WMRFF stakeholders' goal is: 1. To increase the contribution to climate change mitigation from trees and woodlands and the ways they provide adaptation for society and the environment, as well as increasing their own resilience to a changing climate and delivering environmental services							
Ref	Objective	Examples of Planned Activity	Progress	Target/Success Indicators	Delivery Partners	Outline Timetable			
					Including:	10/11	11/12	12/13	
CC1	To increase the resilience of trees, woods and forests to climate change including widening the range of seed source in order to increase genetic diversity and adaptive potential	<ul style="list-style-type: none"> Extend management and improvement grant support to all woodland Dynamic management activities which increase regeneration and improve woodland structure, diversity and environmental conditions Research and industry activities which characterise, capture and utilise species' genetic and adaptive potential Develop and sponsor a monitoring framework for tree health and woodland condition which can be applied by woodland owners, managers and advisors 		Grant uptake Ha into management Research published; case studies Ecological Site Classification development	NE, FC Confor, FC, Woodland owners & managers FCR, Owners & Managers FCR, owners & agents	X	X	X	
CC2	To increase the role of trees and woodland in minimising the impacts and adapting to climate change in the urban and rural areas	<ul style="list-style-type: none"> Research on, and knowledge transfer of, species choice and pest and diseases control Encourage better and more widespread management and integrated land use practices Provide information on the role and benefits of urban trees and woodland and pilot investment schemes to enhance their planting and management Lobby for better use of carbon budgets in woodland ecosystems 		Research published Case studies and best practice Information published; case studies Increased carbon budgeting	FCR NE, FC,CLA, NFU, ConFor TDAG, FC, LAs, WT NE, FC, WT Forum	X	X	X	

CC3	To increase significantly the contribution of trees and woodland creation to climate change mitigation		<ul style="list-style-type: none"> Identify how carbon management and trading schemes can generate income, and promote to private and public sector bodies Actively communicate to the public and NGOs the need for trees to be harvested and utilised as well as planted to contribute climate change mitigation Support supply chains which demonstrate sustainable management practices and products, including bio-energy 		<p>Worked examples; case studies</p> <p>Case Studies; publications</p> <p>WEG Uptake; case studies; open days</p>	<p>FC, ConFor, NFC, AONBs</p> <p>FCR, FC, WT, NFC</p> <p>HW, MWF, AWM</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>
CC4	To use trees, woods and forests to help communicate and improve understanding of climate change issues and bring about behavioural change		<ul style="list-style-type: none"> Promote and demonstrate the role that trees, woods and forests have in a low carbon society and the necessity of society to support the forestry sector in safeguarding their contribution to our daily lives 		<p>Case Studies; open days/workshops</p>	<p>FC, LAs, NFC, AONBs</p>	<p>X</p>	<p>X</p>	<p>X</p>
CC5	To seek further ways to deliver ecosystem services via trees and woodland, in respect of improving water and air quality, reducing flood risk, preventing soil erosion and enhancing habitat connectivity for wildlife.		<ul style="list-style-type: none"> Pilot ways in which the provision of ecosystem services could generate income and contribute to the economic viability of sustainable woodland and wider land use management by reducing the risk of detrimental climate impacts, e.g. canopy cover targets in towns & cities, street trees Explore opportunities to work with the insurance industry to target woodland creation and land management options to reduce risk through maintenance and provision of ecosystem services 		<p>Pilots developed and rolled out</p> <p>Sites/areas increasing</p>	<p>NE, WT, FC, TDAG, LAs</p> <p>EA, FC, WT</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>

			<ul style="list-style-type: none"> Support local authorities in the use of woodland as a delivery tool in their Flood Risk Management Strategies and Local Development Frameworks Pursue better coordinated working with EA to promote the role of woodland as a sustainable climate change tool in Water Framework Directive objectives Develop projects to support the benefits of riparian planting in reducing river temperatures 		LDF & FRMS development	FC, LAS, WT	X	X	X
					Better co-ordinated working	WT, EA, FC	X	X	X
					Projects developed	FCR, WT, AONBs, FC, Owners & managers	X	X	X
CC6	To monitor and control pests and diseases arising from changes in climate		<ul style="list-style-type: none"> Improve technical knowledge and awareness of individual species' biology and ecology and their management requirements Timely and effective monitoring and control pests and diseases 		Research published	FCR, FC	X	X	X
					Data collected	FCR, All	X	X	X
Theme 9 Green Infrastructure		Aim 1. To use existing and new trees and woodlands as a key tool to improve the physical environment of the West Midlands for investing, living and working in 2. To develop public and organisations understanding and support for green infrastructure							
Ref	Objective		Examples of Planned Activity	Progress	Target/Success Indicators	Delivery Partners	Outline Timetable		
						Including:	10/11	11/12	12/13
GI1	Develop effective leadership, steering and championing of GI with trees and woodlands as a significant and integral components, embedded within economic and social agendas		<ul style="list-style-type: none"> Use GI as a vehicle to demonstrate the value and need to integrate trees, woodland and forests into regional policies and local development frameworks Pilot innovative exemplar projects where forestry and other land uses jointly provide substantial funded public benefit e.g. Worcester and Stafford 		Policies and LDFs	NE, WT, TDAG, FC, LAS	X	X	X
					Exemplar projects across the West Midlands	NE, FC, LAS, NFC	X	X	X

GI2	To ensure that trees and woodlands play an integral role in the development of GI policy and implementation to enable delivery of regeneration, planning and sustainable development policy		<ul style="list-style-type: none"> Use private sector trees, woodland and forestry expertise to ground truth, develop, budget and assist in the implementation of the regional GI Framework Plan with woodland as a key delivery tool 		Case studies & examples	WT, ConFor, Owners & managers	X	X	X
GI3	To ensure that both existing trees and woods and new woodland creation form an essential part of the GI Framework Plan for the West Midlands and sub-regional GI Strategies		<ul style="list-style-type: none"> Facilitate and incentivise landowners to work together to adopt and deliver integrated GI strategies at local, sub regional and region levels 		Workshops; Open Days	NE, FC, Owners & managers, TDAG	X	X	X
GI4	To secure a thriving, multi-functional, well-connected and accessible West Midlands-wide GI network in urban and rural places that supports community engagement with woodland		<ul style="list-style-type: none"> Maximise public access and planning gain through Section 106s and Community Infrastructure Levy (CIL) agreements Support the development of the GI regional network and cross border links through targeted grants and capital investment 		Planning Gain Targeted grants and capital investment	NE, LAs, FC, SFTG, SWM Private sector developers LAs, NE, FC	X	X	X

Theme 10 Delivering the Framework		Aims The WMRFF stakeholders' goal is: To achieve effective and efficient implementation of the aims and objectives of the framework							
Ref	Objective		Activity Planned	Progress	Target/Success Indicators	Delivery Partners	Outline Timetable		
						Including:	10/11	11/12	12/13
DS1	To adopt a broad base partnership approach attracting maximum support from all stakeholders for the Framework	1.1	Continue to support the work of the Woodland & Forestry Forum and its task groups		Thriving and pro-active Woodland & Forestry Forum 2010-2013	DPSG	X	X	X
		1.2	Ensure effective representation of all sectors in policy and decision making		Representation and Terms of Reference reviewed annually		X	X	X
DS2	To align the Framework and co-ordinate plans that will inform and assist , reinforce and support relevant strategy, policy and delivery	2.1	Further the work to refine the indicators and targets		Monitoring indicators	DPSG	X	X	
		2.2	Review of other relevant policy agendas		Benefits of trees, woodlands and forests embedded		X	X	X
DS3	To performance manage the Framework and the Delivery Plans effectively to ensure that added value is achieved	3.1	Regular monitoring of the implementation so that effectiveness can be kept under review		The Forestry Framework is successfully delivered	DPSG	X	X	X
		3.2	Publish annual monitoring reports and hold stakeholder consultations to inform Delivery Plans		Annual monitoring reports published		X	X	X
DS4	To ensure that funding streams and incentives are properly co-ordinated and integrated to deliver the agreed regional RFF priorities	4.1	Working with Natural England Partners ensure ESS, EWGS and other funding become fully co-ordinated		All tree & woodland funding is fully co-ordinated in line with priorities	FC, NE, AWM, EA	X	X	X
		4.2	Encourage partnerships to pool resources to create greater added value and leverage		Increased % funding and leverage attracted	LSPs and LAAs	X	X	X
DS5	To ensure that future decision making is informed by best practice from both within and outwith the region	5.1	Gather best practice exemplars and case studies to ensure sound future decision making		At least two from each of the nine themes	WMWFF	X	X	X
		5.2	Develop liaison and consultation mechanisms through bodies such as FC Regional Teams and RFF co-ordinators		At least one workshop/seminar sharing best practice	FC	X	X	X

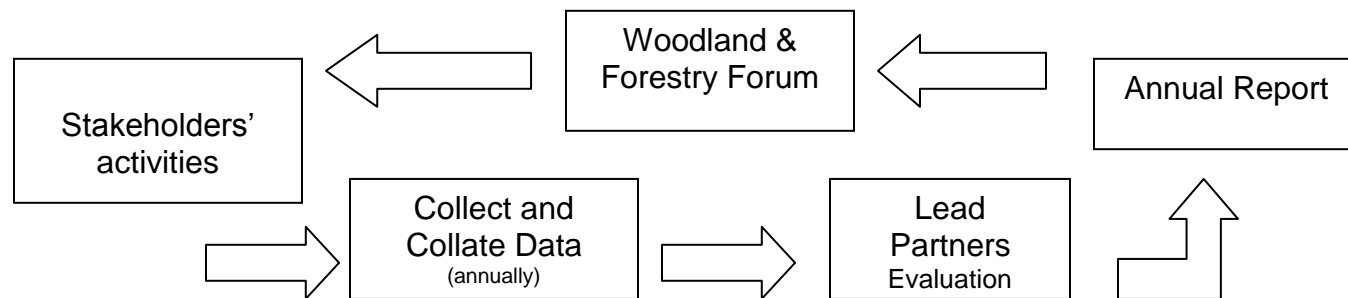
**West Midlands Forestry Framework
Growing our Future: Delivery Plan 2010-2013**

MONITORING AND EVALUATION

As previously, every stakeholder and partner organisation will be encouraged to sign up to the Delivery Plan and be contributing to one or more activities. For many, these are already embedded in their own organisation's business plan and work programmes.

The West Midlands Forestry Framework's Delivery Plan Steering Group is charged with monitoring the progress against the aims and objectives set in the Framework. It is intended that the Group will also note significant developments, taking on board new policies and issues as they arise and update the Delivery Plan on the *Growing Our Future* website accordingly. The life span of the Framework will be reviewed every five years whilst a three-year rolling Delivery Plan will be updated every year.

Lead Partners, highlighted in bold in the plan, are organisations that have agreed to co-ordinate specific actions and take the lead to ensure that the activities are successfully delivering the outcomes required in conjunction with their other partners. They have therefore agreed to assist with the monitoring of the Plan and this guidance note is designed to assist in this process.



Periodically too, those responsible for delivery, report on progress to the key stakeholder groups, principally the West Midlands Rural Affairs Forum, the Defra Agenda Group and the West Midlands Woodland and Forestry Forum. These reports will then be collated and their implications for the overall framework evaluated.

Individual activities and projects will be subject to the particular monitoring requirements of the funding programmes and partners that they are drawing from. Therefore the process of setting detailed indicators and means of verification will remain with the funding programmes and individual projects.

The delivery plan will contribute directly to other West Midlands-wide strategy and policy. It is therefore appropriate that the outcome indicators inform national strategies as appropriate. It is also anticipated that the Delivery Plan will continuously evolve, developing and continuing refinement through the input of the wide range of interested persons and organisations.

A&NW	Ancient & Native Woods
AONB	Area of Outstanding Natural Beauty
ASNW	Ancient Semi-natural Woodland
AWM	Advantage West Midlands
BAP	Biodiversity Action Plan
BARS	Biodiversity Action Reporting System
BEA	Biodiversity Enhancement Area
BIG	Biodiversity Information Group
CLA	Country Land & Business Association
ConFor	Confederation of Forest Industries (UK)
CRoW	Countryside Rights of Way
CWM	Culture West Midlands
DI	Deer Initiative
DPSG	Delivery Plan Steering Group
EA	Environment Agency
EB	Enhancing Biodiversity
EFIP	England Forest Industries Partnership
EFS	England Forestry Strategy
ELS	Entry Level Scheme for Environmental Stewardship
EH	English Heritage
EWGS	England Woodland Grant Scheme
ESS	Environmental Stewardship Scheme
FC	Forestry Commission
FC Public Estate	Forest and Woodland owned by the Forestry Commission
FEI	Forest Education Initiative
FOM	Forest of Mercia
GI	Green Infrastructure
GWC	Green Wood Centre
HE	Higher Education
HET	Heart of England Tourism
HLF	Heritage Lottery Fund
HLS	Higher Level Scheme for Environmental Stewardship
JSIB	Joint Strategy & Investment Board
LAs	Local Authorities
LAAs	Local Area Agreements
LAF	Local Access Forum
LDFs	Local Development Frameworks
LSP	Local Strategic Partnership
MWFL	Midland Wood Fuels Ltd
NE	Natural England

NFC	National Forest Company
NT	National Trust
PAN-WM	Physical Activity Network for the West Midlands
PAWS	Plantations on Ancient Woodland Sites
PBRs	Public Benefit Recording System
PSA	Public Service Agreement
RAC	Regional Advisory Committee to the Forestry Commission
RBS	Regional Biodiversity Strategy
RDF	Rural Delivery Framework
RDP(E)	EU Regional Rural Development Programme for England
RIP	Regional Implementation Plan for the RDP(E)
ROWIP	Rights of Way Improvement Plan
RSDF	Regional Sustainable Development Framework
SDF	Sustainable Development Fund (AONB)
Section 16	Dedication of land for public access (CRoW Act)
Section 106	Planning obligations
SFTG	Social Forestry Task Group
SITA	Funding available from Landfill taxes
SMEs	Small & Medium-sized Enterprises
SSSI	Site of Special Scientific Interest
SWA	Small Woods Association
TDAG	Trees & design Action Group
TWC	Tree & Woodland Cover
TWFI	Trees Woodland & Forestry Industry
UKWAS	UK Woodland Assurance Standard
WFIG	Woodland & Forestry Industry Task Group
WIG	Woodland Improvement Grant
WMBP	West Midlands Biodiversity Partnership
WMLB	West Midlands Leaders Board
WMPHG	West Midlands Public Health Group
WMPHO	West Midlands Public Health Observatory
WMRFF	West Midlands Regional Forestry Framework
WMRO	West Midlands Regional Observatory
WMWFF	West Midlands Woodland & Forestry Forum
WOM	Woodland Opportunities Mapping
WT	Woodland Trust