



The Queen's Green Canopy: Plant a Tree for the Jubilee

Context – an overview

Celebrate The Queen's Platinum Jubilee in 2022 by being part of The Queen's Green Canopy.

The Queen's Green Canopy is an inclusive national initiative, meaning that everyone from across the United Kingdom can get involved. Everyone from individuals to Scout and Girlguide groups, villages, towns, schools and corporates will be encouraged to plant trees from October 2021 when the tree planting season begins, through to the end of the Jubilee year in 2022.

As well as inviting the planting of new trees, The Queen's Green Canopy will highlight and showcase 70 amazing and irreplaceable Ancient Woodlands across the United Kingdom and identify 70 Ancient Trees to celebrate Her Majesty's 70 years of service.

The planting of new trees across the United Kingdom may take the form of:

- **Individuals** planting trees on their private land.
- **Corporates and businesses** planting trees on their land and creating tree planting projects with employees.
- **Platinum Jubilee Community Planting** projects for youth groups, Parishes, Residents' Associations.
- **A Platinum Jubilee Avenue** of medium-sized or large trees ideal for cities, large estates, new housing developments and parishes.
- **A Platinum Jubilee Copse** on private land or land allocated by the County or Council.
- **A Platinum School Tree:** on school grounds involving students and teachers.

Objectives

- Ensure that all residents/ businesses/communities are aware of the initiative through promotion of the Queen's Green Canopy
- Ensure all residents/businesses/communities understand how to access information and help for the project
- Link the project back to the Council's Environment, Sustainability and Climate Change Strategy and the benefits to the district.
- Raise awareness of the Council's involvement in the project and the initiative within the district to mark the occasion.



Key Messages

- **Tree planting season - October to March** The Queen's Green Canopy will encourage everyone to learn more about the best way to plant trees so that they survive and flourish for years to come, to optimise the chance of trees surviving and flourishing.
- Through the QGC Partner, The Woodland Trust, schools and community groups will be able to apply for **three million free saplings**, available on a first come first served basis. Details outlined on www.queensgreencanopy.org, <https://www.woodlandtrust.org.uk/plant-trees/schools-and-communities/queens-green-canopy/>
- Expert advice about tree planting "best practice" – including where to plant and how to secure a healthy tree which is right for the location available through website above and The Woodland Trust.
- Link the project back to the Council's Environment, Sustainability and Climate Change Strategy and the benefits to the district. <https://www.west-lindsey.gov.uk/my-services/my-community/sustainability-climate-change-and-environment/>
- Promote local woods in West Lindsey, benefits to health and wellbeing and encourage people to walk/get active and appreciate what we have.

Further Background

- Throughout Her reign, The Queen has planted more than 1,500 trees all over the world and has spoken alongside Sir David Attenborough of the importance of trees in the Earth's future.
- The QGC is a voluntary and inclusive initiative which is open to participation by everyone in the UK.
- The QGC is a symbolic gift which involves the voluntary dedication of forests and woodland – there is no land/title transfer.
- Planting trees and protecting forests are simple, cost effective ways to slow climate change, filter our air, enhance our communities and provide habitats for wildlife.
- The QGC is a not-for-profit initiative, which has not received Government funding.



COMMUNICATIONS PLAN

September 2021

Target Audiences

Residents
Scouts
Girl guides
Rainbows
Cadets
Businesses
Parish and town councils
West Lindsey District Councillors
Schools (work with LCC)

Channels

- Customer services point people to right place
- Social media – campaign Instagram/Twitter/Facebook/Linkedin
- Residents newsletter (signpost for further information)
- Business newsletter (signpost for further information)
- Website (signpost for further information)
- Community and Voluntary Groups – work with the Communities Team to get the message out.
- Councillors – through the parish and Town Council contacts
- Media - press release and interviews to reach audience who do not use digital media
- Parish Council e-brief

Social media handles and hashtags

Throughout the initiative, the Council will follow the Queen's Green Canopy and will direct our followers to the official website The QGC website www.queensgreencanopy.org. We will also follow on our social media channels and where possible, will share the following social media handles and hashtags:

Instagram: @queensgreencanopy / @theroyalfamily / @clarencehouse

Twitter: @qgcanopy / @royalfamily / @clarencehouse

Facebook: @queensgreencanopy / @thebritishmonarchy

LinkedIn: @queensgreencanopy / @theroyalfamily

Hashtags: #queensgreencanopy #plantatreeforthejubilee #jubileetree #qgclaunch

Actions (Communications)

- Create a communications plan
- Develop the West Lindsey District Council Logo in Platinum Jubilee Colours to mark the occasion
- Write a press release demonstrating the Council's support for the project and subsequent follow up's where appropriate.



COMMUNICATIONS PLAN

September 2021

- Create social media assets and plan a campaign raising awareness of the initiative, celebrating those who take part and reminding people about the deadlines and pointing people to expert advice on tree planting.
- Work with the digital team to ensure information on the initiative is available on the website with clear signposting
- Attend where possible to take pictures and encourage community groups to send in pics that we can use on social media.
- Use the campaign as an opportunity to promote health and wellbeing another of the Council's Corporate Plan priorities – promoting the woodlands and green areas in the district to encourage, walking, cycling, running

Measuring the Success

Whilst the campaign is aimed at raising awareness and directing people to the Queen's Green Canopy website and the Woodland Trust – success can't be measured by take up.

However, the aim of the communications plan is ensure that everyone is made aware of the initiative and are signposted well.

- Take up of press releases/interviews in the media
- Reach on Council's social media platforms.
- Engagements and discussions via the Council's Social media platforms
- People/groups/businesses sharing their success and tree planting stories with the Council
- All Councils in the district made aware of the initiative and how to access free trees and support