



TreeLink
STIRLING

TreeLink Stirling Is Growing

Strategy 2025-2030

Introduction

TreeLink Stirling was formed in 2020 by a group of Stirling residents who were brought together by their appreciation of the significant contribution that trees and woodlands make to mitigating the intersecting climate, biodiversity and health and wellbeing crises.

The founders saw an opportunity to help people to work together and with the local council and other organisations to improve tree-cover and connectivity across the region to the benefit of all.

TreeLink Stirling was registered as a Scottish Charitable Incorporated Organisation (SC050794) with the Scottish Charity Regulator in February 2021 and launched its first strategic plan the following year, covering the period 2022-2025.



Jo Bicheno - Art Competition Winner

Our purpose is put simply as

“Connecting Trees and People”.

We work to our mission:

To increase the quality, connectivity and extent of Stirling’s trees and woodlands and to improve recognition of their importance and value for our communities and our environment.

Why Trees?



Nicola Riding - Art Competition Winner



Peter Hancock - Art Competition Winner

Trees capture carbon which tackles climate change

Trees help provide food and habitats for wildlife

Trees improve physical and mental health for people

Trees reduce flooding and improve water quality

Trees increase property value

Trees reduce urban heat and produce shade

Trees filter out air toxins and pollutants

Trees are beautiful

Our strategic plan 2022-25 in review

As we approach 2025, it is time to look back at TreeLink Stirling's delivery over the period of the first strategic plan. We set out in the early days of the plan with 35 members, a small number of active volunteers and 160 people and organisations receiving our regular newsletter (subscribers). Our aim in those early days was to double our membership and reach and to consolidate our active volunteer base.

Starting in January 2025 TreeLink Stirling has:



“We are proud of the volunteers who deliver so much with and for the organisation, and the welcoming and inclusive culture we have all created together.”

Since it was launched, TreeLink Stirling has devised, instigated, and delivered numerous projects:

- the creation of a productive community tree nursery
- innovative free tree schemes to boost urban tree canopy
- planting new woodlands with local people and the management of precious ancient woodlands
- tripling the output of our tree nursey





£45,581

in grant funding, sponsorship, donations and membership fees since 2021.



£1400

In 2024 following consultation with members, the trustees took the decision to become a paid membership organisation.

in membership fees.

The modest sum raised through membership fees plays a vitally important role in contributing toward our mandatory annual costs of operation, such as insurance.

In addition, we have further developed and refined our organisational policies and processes for example, our registration of volunteers and record keeping.



Sauchieburn Planting



Free Trees For Babies 2023

Collaboration

We have built strong collaborations with many organisations. Good examples of this are as follows:

Bridgehaugh, Rugby Club

In a joint project with Stirling Council and Forth Rivers Trust we planted over 3000 trees around the rugby pitches. There have been many volunteer opportunities in addition to planting, to look after the trees to ensure they thrive.

Ukrainian Community Planting

TreeLink Stirling was approached by the Ukrainian community in Stirling to help plant a garden of reflection, to commemorate and remember the ongoing struggles of the Ukrainians' affected by the war.

Community Councils

We have worked with Raploch, Riverside, Bannockburn and Cambuskenneth Community Councils to plant trees and provide volunteering opportunities in each of their areas.

Forth Climate Forest

TreeLink Stirling instigated Forth Climate Forest and collaborated with Scotland's International Environment Centre and the University of Stirling to help secure the funding.

Free Trees

Working with Vivisol and Future Woodlands Scotland, TreeLink Stirling provided over 500 nut and fruit trees for people to plant in their gardens in predominantly urban areas of Stirling.



Our Strategic Priorities



Growing



Planting



Caring

Our strategic priorities for 2025-2030 continue to be centred on Growing, Planting, and Caring for trees and woodlands in the Stirling area.

We do this with and for our local communities and we advocate for, and influence on, the importance and diverse values of trees and woodlands in all that we do.

Growing

We will grow tree planting stock in our community tree nursery, support our members to grow planting stock in their gardens, the 'dispersed nursery', and engage with other organisations who are seeking to grow trees under community endeavour.

By 2030 we will...

- Double our 2025 output, aiming for at least 2,000 nursery-grown trees available annually.
- Increase our focus on locally collected seed from native species; processing, sowing and caring for the seedlings using best practice in tree care and biosecurity.
- Actively seek and increase opportunities to widen the skills, knowledge and practical experience of members, volunteers and partners.

Planting

We will plant trees and develop new woodlands in the Stirling area, directly and in partnership with others. We will support individuals and families to plant trees in their own gardens.

By 2030 we will...

- Implement a year-by-year tree planting plan for the Crown of Trees.
- Increase the impact of our planting by holding regular volunteer/community tree planting events each planting season.
- focus mainly, but not exclusively, on the Crown of Trees route and urban / street trees particularly in areas where trees are most needed.

Caring

Where opportunities and relationships allow, we will work with our volunteers to improve the condition and quality of woodlands growing on public land through woodland management days.

By 2030 we will...

- Increase our positive impact on high priority woodlands.
- Provide increased opportunities for our volunteers and members to develop and improve their woodland management skills.

Important threads running through all the strategic priorities are:

- Further enabling connections between people and improving the lives of individuals.
- Ensuring tree equity where-ever we can, that is, the ethos that all communities should have equitable access to the benefits of trees where they live.

Our Strategic Approach

- We will continue to be an open, welcoming, inclusive and equitable organisation.
- We will seek to work in partnership and collaboration with others to deliver more than we can alone.

We will advocate for trees and woodlands.

Advocacy is at the heart of all our decisions and activities and embedded in all our growing, planting and caring activities.

We will increase our impact and influence to improve understanding of the value of trees and their positive benefits in mitigating the impacts of climate change and helping to slow biodiversity decline.

As a result we will improve the connectivity and wellbeing of people who interact with them and with each other through our activities.



Our Strategic Delivery

Our strategic delivery in 2025-2030, will focus on the following flagship and core programmes of work and projects.

Crown of Trees

Delivery of a programme of projects aligned with the development of the 'Crown of Trees', our vision being to link up the trees, ancient woods and greenways around Stirling to deliver a ring of high-quality woodland walks (36 km in length) circling the city and running through urban and rural areas.

The walk aims to protect existing woodlands, identifying spaces for additional planting and working with groups to bring more trees to the communities along the route.



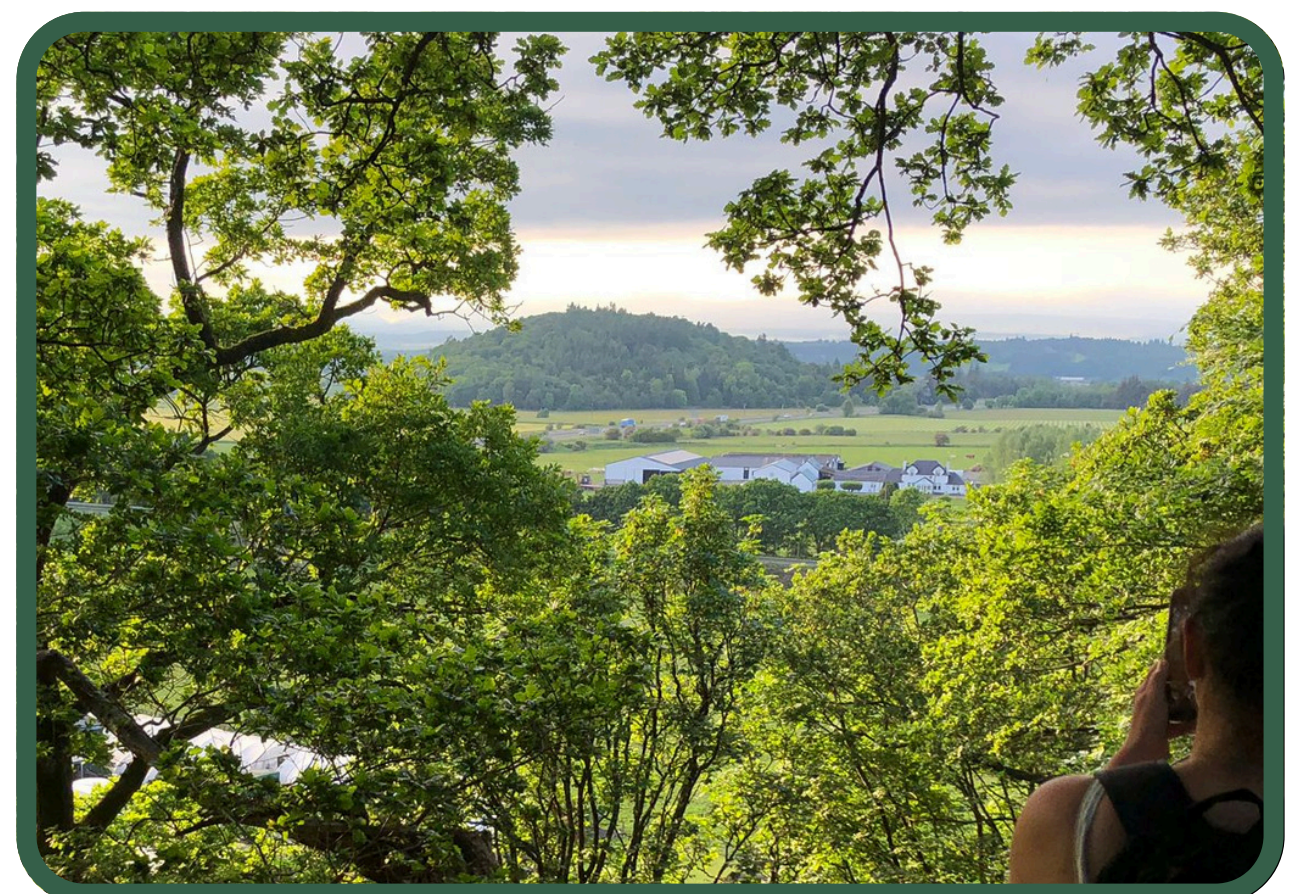
km walking route



jewel woodlands



Stirling Castle from Kings Park



Craigforth from Kings Park

Supported by Eco Museum Scottish Mining Landscapes, digital mapping of the crown of trees is underway. This will give TreeLink Stirling a great opportunity to show case all the projects, community partners and sponsors supporting our flagship project.

Tree Nursery

Tree growing is at the heart of TreeLink Stirling and all our aims. We will continue to do this through our tree nursery in Braehead Community Garden and network of dispersed growers across the Stirling region, with an emphasis on connecting people and trees, alongside tree production.



Weeding around the saplings



Tree Nursery Volunteer Session

Free Tree Schemes

We will continue to offer free tree schemes to local communities, building on the success of our recent schemes:

- **Free Nut and Fruit Trees** - aiming to increase urban tree canopy in neighbourhoods where there are the fewest trees, we offered free fruit and nut trees to people who live in the project areas (such as Raploch and Bannockburn) to plant in their own gardens.
- **Free Trees for Babies** - providing free trees to babies and pre-school children, or in celebration of an adoption or commemoration of a lost baby, TreeLink Stirling sponsored by Vivisol, is delivering this family focused initiative, supported by volunteer “ambassadors”.



Free Trees for Babies



Free Nut and Fruit Trees

Woodland Management

TreeLink Stirling will continue to look for opportunities to support good woodland management practices in existing woodlands, create volunteer events to care for newly planted trees and educate communities through our projects and activities.



Invasive species removal



Balquhidderoch Wood, Bannockburn

In addition, according to our mission and as opportunities allow, we will support and engage with others across the region and develop new projects, where they will help achieve the purpose and aims of the organisation, are priorities for delivery and where we have the capacity to support the project.

Our People

We will continue to build a welcoming, dynamic and inclusive culture and strong, positive relationships with members, volunteers, community and statutory organisations. We will encourage feedback, skills development and personal growth, and respond quickly and flexibly to new opportunities, always underpinned by our core values, our collaborative approach and by strong governance.

Our Communication

Our communication will be accessible, clear, and accurate and will aim to engage a wide and appropriate audience. We will share our events and achievements and promote our partnerships. This will allow us to grow in visibility, reputation, and capacity.

A Word From Our Chair

As the Chair of TreeLink Stirling, I am immensely proud of the success of the charity since its foundation in 2020. It is fantastic to see the significant number of trees we have grown, planted and looked after, the projects and collaborations we have created and our positive impact on our local communities and environment by connecting trees and people.

As we look ahead to 2030, I am excited by the opportunities for Treelink Stirling to have an even greater impact across the Stirling region, through inspiring projects such as the Crown of Trees, free tree schemes and our tree nurseries. This continued success is driven by the wonderful people that work so hard for the charity, and the strong positive relationships we have built with local people, communities and our partners and sponsors.

To make the most of these opportunities we will continue to build on the learning and brilliant work we have undertaken together, to foster the inclusive and welcoming culture we have created and to encourage, support and promote volunteering. We will take every opportunity to raise the profile of the many ways in which trees benefit our urban and rural areas, their people and biodiversity.

The success of TreeLink Stirling is a testament to the dedicated and enthusiastic volunteers, members and Trustees of the charity and the highly valued support of our sponsors, funders, and partners. My thanks go to all.

Prof. Alistair Jump
Chair - TreeLink Stirling



Words From Our Volunteers



'It's so lovely looking out at the trees', 'these trees we're planting, they're for the next generation', 'It's great to think this will be a wee woodland one day'.

"It's great coming here, it gets you out of the house', 'You meet lots of new people and it's nice to have a chat', 'It's a good way to learn about trees'

'What a great idea', 'We've been looking forward to getting our tree', 'I'm going to sit in the garden and watch it grow!', 'The kids will help look after it. They're really looking forward to eating the apples'."

"The social side is also very good, you meet lots of other people with similar interests to yourself."

Our Sponsors and Funders

Sponsors



In Kind Supporters

Stirling County Rugby Club

Forth Rivers Trust

Woodland Trust

F&W Forestry, Stirling

Stirling Council

University of Edinburgh

University of Stirling

Intelligent Growth Solutions, Dundee

Annex

TreeLink Stirling is led by a voluntary Board of Trustees.

Throughout 2022-2025, we have expanded beyond delivery primarily from our volunteer trustees and grown in our needs to commission work from others.

As we look to 2025-2030, while we will remain volunteer led, we recognise that the increasing complexity and capacity demanded by our projects will require our volume of commissioned work to grow and we will seek to employ staff, where essential and when our funding allows. We will always seek to commission work and employ staff in line with our core values.