



TreeLink
STIRLING

Strategic Plan 2022-2025

Our first Strategic Plan



- 3 year period to 2025
- An exciting Mission and suite of objectives
- We hope you'll join us to make a positive change in Stirling



Our Mission



To increase the extent, quality and connectivity of trees and woodlands across the Stirling Council area by engaging with local people and involving them in our project work, and to promote the importance of trees by acting as their advocates

TreeLink Stirling in 2022



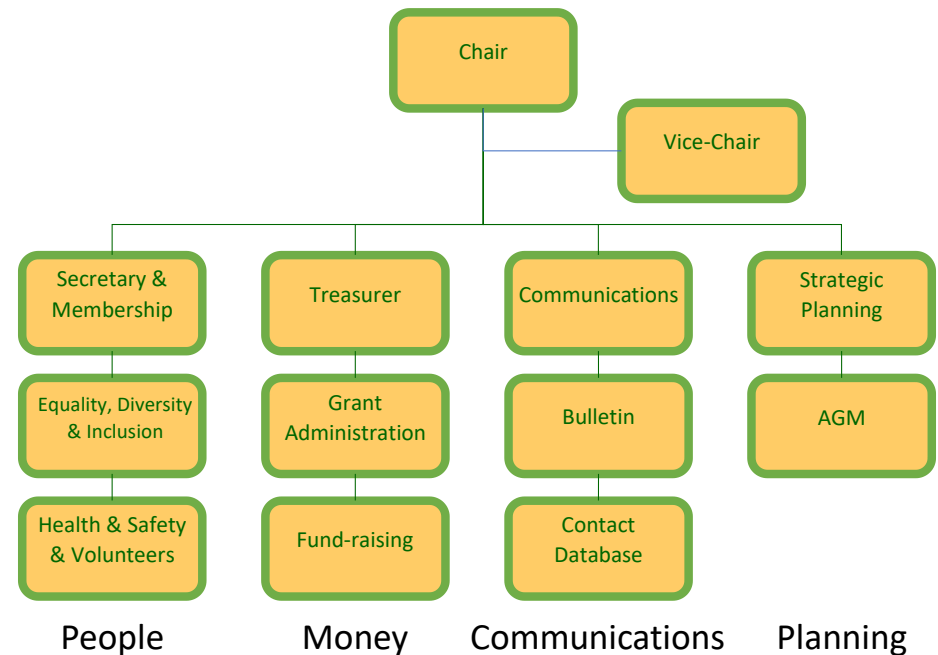
We aim to be a welcoming & inclusive organisation.

In March 2022:

- 35 members
- 58 volunteers
- 160 subscribers

Board of Trustees

- Up to 12 Trustees



TreeLink Stirling in 2022



Working Groups

Tree Nursery Group	Street Tree Group	Woodland Action Group
<p>Remit:</p> <ul style="list-style-type: none">• Grow trees from locally collected seed• Provide trees to local organisations	<p>Remit:</p> <ul style="list-style-type: none">• Planting and caring for trees in hard landscapes• Raise attention to the benefits of street trees	<p>Remit:</p> <ul style="list-style-type: none">• Improve woodland habitat quality• Practical woodland management action
<p>Work to Date:</p> <ul style="list-style-type: none">• Nursery at Braehead Community Garden• Dispersed nursery – 20 volunteers• Trees donated to 3 local organisations	<p>Work to date:</p> <ul style="list-style-type: none">• Assessment of planting sites - 3 neighbourhoods• Meetings with 2 Stirling Councillors• Assisting Stirling Uni with ETF funding bid	<p>Work to date:</p> <ul style="list-style-type: none">• Woodland management at Old Harbour Woods• Coppicing, tree planting and INNS control• Management agreement with Stirling Council
<p>WG members:</p> <ul style="list-style-type: none">• 4	<p>WG members:</p> <ul style="list-style-type: none">• 5	<p>WG members:</p> <ul style="list-style-type: none">• 3

TreeLink Stirling in 2022



Strengths

- Passionate, enthusiastic, and motivated people who love trees;
- Trustees with a range of relevant skills and experience;
- Dynamic working groups;
- A growing and enthusiastic volunteer base;
- Good relationship with Stirling Council and other local organisations;
- An ability to tap into funding that the Council cannot.

Weaknesses

- Not enough capacity to do everything we would like;
- Not enough funds to do everything we would like;
- We are a new organisation and have lots to learn.

TreeLink Stirling in 2025



Objectives:

1. To be an **open and welcoming** organisation to anyone interested in Treelink Stirling's mission;
2. To **grow tree planting stock** in community tree nurseries;
3. To **plant trees and woodlands** in key locations across the Stirling Council area;
4. To **improve woodland** habitat quality in the Stirling Council area;
5. To establish Treelink Stirling as an active **advocate for trees**

TreeLink Stirling in 2025



Objectives	We will:
1. Open & Welcoming	<ul style="list-style-type: none">• Promote interest in trees, woodlands, & woodland skills• Build community through regular communications & events• Recruit & support volunteers to increase our capacity to deliver
2. Grow tree planting stock	<ul style="list-style-type: none">• Maintain a tree nursery hub in Braehead Community Garden• Support volunteers growing tree planting stock in their garden• Establish a rural tree nursery hub
3. Plant trees & woodlands	<ul style="list-style-type: none">• Establish a working relationship with Stirling Council• Plant trees in urban areas• Identify opportunities to connect woodland habitat networks• Work with community groups to plant trees on public land
4. Improve woodlands	<ul style="list-style-type: none">• Manage woodland to improve habitat & biodiversity value• Communicate the benefits of effective woodland management
5. Advocate for trees	<ul style="list-style-type: none">• Promote the benefits of trees & more tree planting & aftercare• Speak up for the protection of trees when they are under threat• Engage with people & organisations wishing to learn about trees• Respond to consultations when there is an impact on trees

TreeLink Stirling in 2025



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