How will we know whether or not our tree planting project has been a success?

Yesterday I gave a presentation to the Forest Hill Assembly on our tree planting project. They had given us £840 towards the cost on planting 10 street trees trees last year and we had raised the remaining £1,560

On the application form they had asked us how would we judge whether our project was successful or not. I had written that we would assess success on the basis of the number trees that we planted the year after we planted our first ten tree: anything more than 10 would be a success, and anything less than 10 a "disappointment". In fact I was able to tell them that we have raised funds for almost 20 trees next year.

Year	Number of trees funded on the TLERA Estate
2017/8	10 (9 planted)
2018/9	20

I was also able to show them the number of trees that had been funded following a poster presentation of our project at the Dartmouth Road Street Party. Pledges of funding for 3 trees were given at the Street Party and this increased to 4 as one pledge was updated. In addition three other individuals ordered to leaflet their street: they did so and raised pledges of funding and watering for a further 10 trees. So just talking about a project which involved nine trees has generated the funding of a further 14.

Interest show in street trees at Dartmouth Road Street Party	Offer	Trees funded
Resident of Ringmore Rise, Forest Hill	Offered to fund 1 tree but later agreed to fund two	2
Resident of Canonbie Road, Forest Hill	Offered to fund 1 tree	1
Resident of Sydenham	Offered to fund 1 tree	1
Resident of Perry Vale	Offered to leaflet one street	2
Resident of Perry Vale	Offered to leaflet one street	3
Resident of Thorpewwood Avenue Forest Hill	Offered to leaflet part of one street	4
Friend of the above in Mount Ash Road, Forest Hill	Offered to leaflet one street	1
Total trees funded from Dartmouth Road Street Party		**14**

The facts in these two tables are striking. They show that there must be lots of folk out there who would like to to fund the planting of trees in their street. Why could this be so?

I have supported tree planting projects across the Borough last year and this, and the reasons people give for funding the planting of a street tree vary widely but include

- Wanting to screen a school from street pollution
- Wanting to make a shopping parade more attractive
- Wanting to bring back bird song to a street
- Wanting to improve the quality of the air in a street
- Wanting to create a softer street scape
- Wanting to create a greener more natural environment
- Wanting to replace a lost tree

People are grateful for the opportunity to contribute towards such goals, and have often thanked me as they have pledged to fund another tree.