



100 YEARS

of forestry 1919 - 2019

Corporate membership opportunity

An opportunity to align your business with a year-long celebration of the environment, wellbeing and resilience as the Forestry Commission celebrates its 100 year anniversary



Become a Forest Enterprise centenary corporate member and access a wide range of opportunities to engage your customers and staff, while enhancing the health and leisure experiences of the nation, and supporting vital conservation and environmental work.



The centenary opportunity

The Forestry Commission celebrates its centenary in 2019 – a year-long programme of high-profile activities and engagement that will inspire the nation's appreciation of our woods and forests and how we can nurture and grow them for the future.

Who are we?

Forest Enterprise is the part of the Forestry Commission which manages **1,500** beautiful and diverse woods and forests across England. These host **226 million** visits each year, providing accessible and memorable experiences to individuals, families and communities. As well as enhancing the nation's wellbeing, our forests provide a vital habitat for thousands of species of animals and plants and we are at the forefront of innovative ways to tackle the effects of climate change.

We are the largest provider of home-grown timber. All of our wood is produced to strict standards and is fully sustainable. Our own nurseries produce around **16 million** new trees each year to replant and create new areas of woodland.

A year of celebration

In 2019 we will celebrate our centenary against a backdrop of activities themed around the environment, wellbeing and resilience. We will reach new communities through cultural, leisure and conservation activities – inspiring new audiences through diverse and engaging events and interactions that deliver unique experiences in our forests and woods. During our centenary year, Forest Enterprise will become Forestry England and move forward with a refreshed brand.

If you're looking to align your business with an organisation that cares for our treasured landscapes; providing important homes for wildlife and inspiring health and wellbeing across the nation, then stand with us and enjoy unique opportunities across 2019 and beyond.

Who, what and where?

Over half the population lives within six miles of one of our 1,500 forests and woods in England. Alongside our impressive conservation and ecology credentials we curate experiences for visitors that deliver leisure, music, sports, environmental and social interactions across all ages.

We're challenging ourselves to amplify this even further during our centenary celebration year and are looking to work with a small group of corporate members with whom we share values and ideals and who we can support by offering a wide range of engagement opportunities to customers, employees and stakeholders.

Our 40 key sites





Our centenary themes:

Environment

By planting more trees, and actively managing our forests, we will ensure they remain healthy, vibrant and teeming with wildlife for the next 100 years; we'll stay true to our history whilst safeguarding the future. During 2019 we will encourage the population to discover what's in their local forest.

This theme can be expanded to support the goals of our corporate members. Get involved in tree planting, team building, volunteering and learn more about the forests on your doorstep.

Wellbeing

This is about enhancing our engagement with the natural environment to improve health and wellbeing. We will connect communities through volunteer schemes and events in rural and urban forests, whilst also embracing opportunities to improve our physical and mental health through our connection with trees and forests.

We will bring our forests to life through a dynamic arts programme and learning strategy all of which create touch points and opportunities for our corporate partners with their key target audiences.

Resilience

By asking questions about the future of forestry, we will celebrate our achievements while building a resilient organisation as it enters its second century. By understanding more about climate change and how to manage its impact on our forests, we will plant resilient landscapes that will remain vibrant and productive for the next 100 years.

We will continue to ensure our forests are healthy and diverse and we invite your business to be part of this vital conservation work and showcase your commitment to the long-term health of the nation.



Corporate membership opportunities

The centenary programme is packed with opportunities for you to engage and inspire your workforce, customers and stakeholders through a range of activities and touch points. We will provide a national programme of activity for corporate members which is relevant, inclusive, accessible and original.

The centenary celebration gives your business a unique blend of partner assets that we will tailor to support your individual objectives and priorities. To provide an indication of how we can work together for mutual benefit we have identified a number of different ways in which we can integrate our members into the celebrations to provide impactful and accessible benefits and exposure across 2019.

Events

Discover

Come and learn and be inspired. Visit one of our stunning locations with your staff, where our forest rangers will be on hand to share more about the fascinating work we do. We can also bring the forest to your office with an introductory talk from one of our forest experts.



Forest Live

We own the highly-acclaimed music event series – Forest Live – that takes place across the summer in seven of our forest sites in England. High profile acts perform in enchanting backdrops creating rich and memorable experiences. Our corporate members will enjoy a healthy ticket allocation to these events for use with internal (staff) or external (customers, media etc.) stakeholders. Artists confirmed so far for 2019 include Paul Weller, Jack Savoretti and Jess Glynne. Over 1.75 million people have attended a Forest Live concert.



Visitor Centre, Dalby Forest

Internal engagement

Exclusive employee volunteering opportunities, linked to our theme of resilience, which allow your staff to play their part in future-proofing forests for generations to come. One of the centenary legacies will be the planting of 100 acres of new woodland and we encourage your employees to be part of this movement.

Use of our unique and inspiring spaces at our forest sites to host staff away-day events, meetings, team-building activities at one of our 40 key sites located across the country. Special and highly original potential locations include: Wyre Forest (Midlands), Grizedale Forest (Lake District), Dalby Forest (Yorkshire) and Thetford Forest (Suffolk).

Opportunity to run a staff incentive/competition to win a stay at one of our Forest Holiday sites -

These luxury cabins in the heart of our forests come with the option of a log burner and a hot tub and many are pet-friendly too.



Westonbirt Arboretum

Health & wellbeing

Free local Discovery Passes for employees – this will ensure that visits to the forest for employees will be free of charge.

Annual ticket allocation for the National Arboretum – our stunning Westonbirt site offers an exceptional day out for all the family and an exciting educational experience for young people.

Christmas tree - We are one of the UK's biggest supplier of home-grown Christmas trees. Let us bring the forest to your offices via the provision of a real Christmas tree to your office locations.

Value exchange

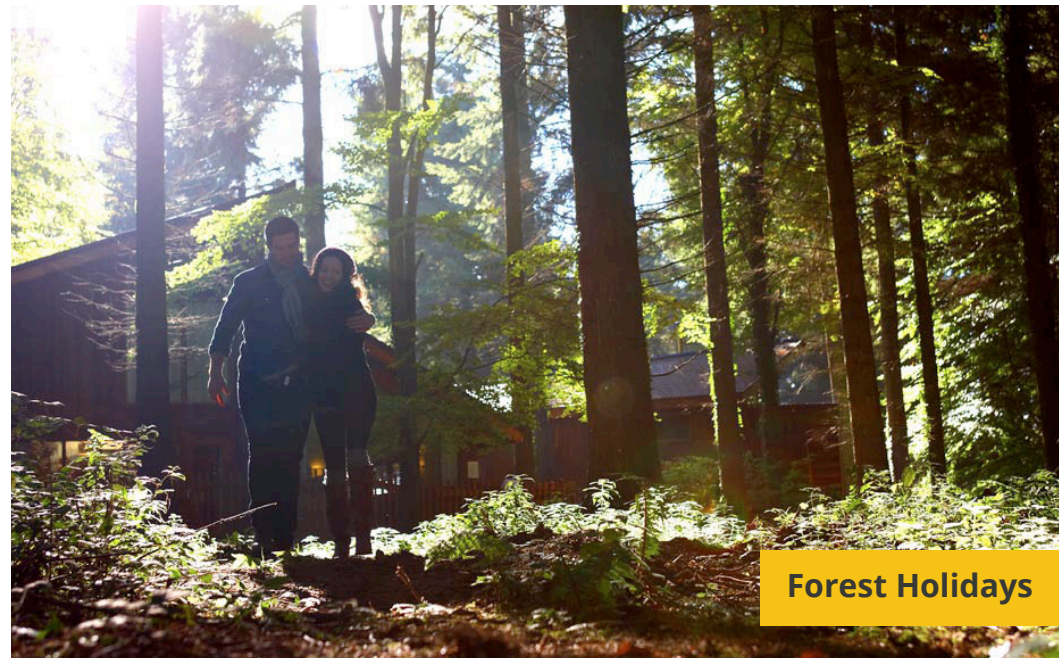
- Inclusion of logo on centenary leaflets and communications. A high profile awareness campaign will support the 2019 celebration.
- Acknowledgment of support in our annual report.
- Alignment with the Forestry Commission's centenary themes values of the environment, wellbeing and resilience.
- Logo feature and company profile in corporate member section of our website.
- Your support of Forestry Commission England will enable us to maintain our beautiful forests, protect our cherished landscapes and do more for wildlife and for people.





High profile events & centenary activities

Invitations to launches, events and other key activities within the centenary celebrations which includes the planned parliamentary event in September, a range of tree planting events across the country, and the opportunity to connect with our popular Christmas events that celebrate the authenticity of a real tree at Christmas.



Forest Holidays

Resilience Garden at the RHS Chelsea Flower Show

One of the greatest threats facing our urban and rural environment is the impact of disease and climate change on our trees and plants. The Resilience Garden at the RHS Chelsea Flower Show looks forward to find workable solutions for the future. The garden aims to raise the profile of what is being done and needs to be done and is a significant focus of the centenary celebration.

The garden is a main avenue Chelsea Garden. Our selected designer has previously won Best in Show and eight gold medals. Our proposal has been extremely well received by the RHS who have been highly supportive of the concept throughout and we expect it to get the highest possible profile during the Chelsea Flower Show (21st–25th May 2019). Our garden is a highly topical subject and has endorsement across charities, government and the private sector.

Alongside our headline sponsors, our corporate members will benefit from the opportunity to entertain at the garden, and from press and television coverage around the show.



Activities & amplification

Forestry Commission England will encourage more people to understand and value trees and forests through a range of activities.

This includes:

- A published book telling the story of the Forestry Commission.
- A cultural programme of public artworks and literature targeting new audiences.
- Tree planting events happening across England in November.

Key dates & more information

We are seeking a maximum of four corporate members for the centenary corporate membership scheme. With an exciting and dynamic programme of events planned for 2019 we're looking to finalise our partners by the end of January 2019.

To find out more about how you can work with us and access a range of benefits, then don't delay – let's get talking!

Alice Cheyne

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