



# Co-operative Councils

## Innovation Network

### CLIMATE CHANGE & ENVIRONMENT



## Burntwood Town Council

### Community-Wide Partnership Delivers Its Community Woodland

That first phone call was very welcome, the start of what’s already proved to be a productive and mutually positive relationship. The Marketing Manager for a large and internationally recognised local company, Mercian Labels was asking for advice and support as the company wanted to give something back to our town but to do it *with* the community rather than *to* the community: specifically, a community woodland. Hayley Cashmore had been asked by her company to lead on this project coinciding with HM The Queens Platinum Jubilee and Burntwood Town Council were delighted to be part of it and to make the community connections.

Working alongside Lichfield District Council, we identified an area of open space that would be ideal and close enough to Mercian Labels’ premises for their employees to be part of the scheme. It was also within a couple of hundred yards of a local Primary School who were enthusiastic about the possibilities of a nearby woodland to help plant, maintain and to use as an outdoor classroom. Along with a local parent-led children’s centre, a local nursery provider and a local high school, a whole consortium of local groups and organisations was gathered to progress the scheme.

We consulted with nearby residents, worked with the Woodland Trust to source the trees and with the District Council's Parks team on planning. A local organisation offering gardening day opportunities to adults with learning disabilities were also drafted in to help with preparing the area for planting and the schoolchildren were recruited to plant the saplings.



Hayley, our Town Clerk and I had numerous video calls and visits to the site as the project went forward. There were a few bumps in the road but on 14 January 2022 the trees were planted. Unfortunately, our VIP guest tested covid-positive on launch day but it went ahead with a good crowd of supporters and well-wishers, creating a great deal of interest from locals, including dog-walkers.

To me, this was a great example of cooperation and co-production, bringing together private, public and voluntary organisations for the benefit of our community and our environment. And the best is yet to come as the woodland develops and matures over the years ahead.

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**For further information contact:**

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