



# IMPACT REPORT 2024



# INTRODUCTION



## **Our mission**

Welcome to our first impact report! This year we're four years old and we wanted to share our journey. We've seen growth and success on a scale we never dreamed of.

We started out with the mission 'if everyone planted one tree the impact and environmental change would be huge'. As we've evolved, planting trees is now just the first step. We are not only committed to getting trees in the ground, but to managing and caring for them for a minimum of five years. Nurturing these from young saplings to new woodlands. Whilst creating vital habitats that benefit nature and the community.



### **A word from Rai & Carl**

*'We've come on leaps and bounds this year. It's been an incredible journey of growth in terms of businesses, land and staff, and we've learnt a lot along the way.'*

*Our community has grown, and we've held more partner planting days than ever. Our largest project – restoring the temperate rainforest at Cabilla Cornwall – has more than doubled in size. We're currently working at 11 new woodlands across Cornwall.*

*We look forward to years of woodland growth and business growth as we expand our opportunities and community into new areas and new habitats.'*

# WHAT HAVE WE ACHIEVED

**11** SITES  
ACROSS  
CORNWALL

**9.86**  
HECTERS OF NEW  
WOODLANDS

**84%**  
SURVIVAL RATE

**KEY SPECIES:**  
THE CELTIC OAK  
DOWNY BIRCH  
PEDUNCULATE  
OAK  
HAZEL  
HOLLY  
HAWTHORN  
WILDER CHERRY  
ALDER  
ROWAN  
CRAB APPLE  
ITALIAN ALDER

## Woodland creation

Our work spans the length and breadth of Cornwall. We've planted at 11 sites with a huge variation in habitat type. Crucially, we're not just planting rows and rows of single species to create a monoculture. We are carefully choosing a mix of species and projects to strengthen the resilience and biodiversity of our work. Our sites and habitats have included:

- 🌿 **TEMPERATE RAINFOREST REGENERATION AT CABILLA CORNWALL**
- 🌿 **WORKING WITH CORNWALL WILDLIFE TRUST TO CREATE A WETLAND WILLOW GROVE**
- 🌿 **OUR FIRST ECOLOGICALLY-SENSITIVE COMMERCIAL TIMBER PLANTATION WORKING ALONGSIDE WORKING WOODLANDS CIC**
- 🌿 **SHELTERBELTS AND HEDGEROWS AT VARIOUS SITES FOR IMPROVED BIODIVERSITY AND HABITAT CONNECTION**

## We're already seeing changes

As we care for these newly established habitats, we're beginning to see the land changing into a new ecosystem.

We're identifying natural regeneration (new trees that appear by themselves) and placing tubes and stakes to give them the best chance of survival.

The flora is beginning to change as we see the first stages of the understory develop and move through its cycles.

Already this is creating homes for creatures of all shapes and sizes.



# WHAT HAVE WE ACHIEVED

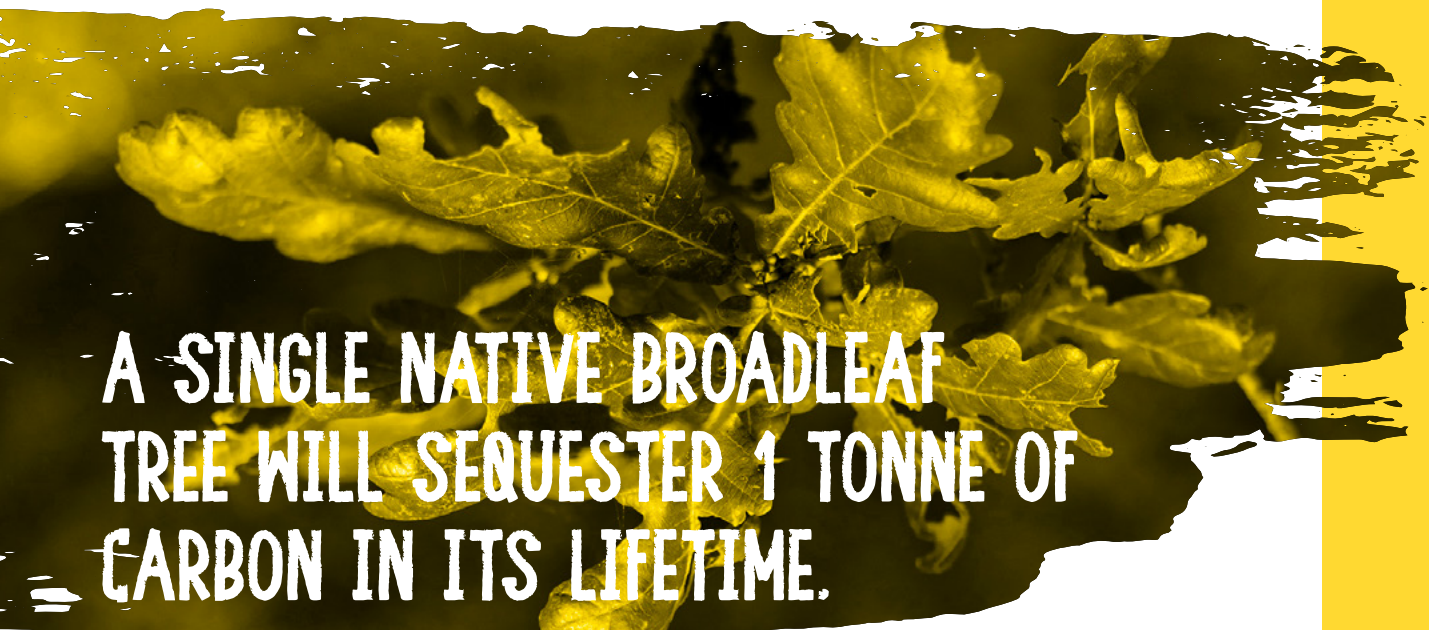
## Carbon sequestration

We are not a carbon-offsetting business. However it is an unavoidable perk of creating woodlands because these green and luscious worlds devour carbon. A single native broadleaf tree will sequester 1 tonne of carbon in its lifetime – the equivalent of driving more than 7000 km in a petrol car.

But we're not interested in selling capacity to the highest bidder or making it a simple click in an app so that companies can greenwash their activities and brush their environmental impact under the rug.

## Prevention is better than cure

We encourage businesses to remove as much carbon as possible from their operations *before* coming to us to offset. This year we have partnered with Carbon Sense who help clients reduce their carbon footprint. When a company has already started to measure and reduce its impact, then we are proud to be able to help them offset any remaining emissions.



A SINGLE NATIVE BROADLEAF  
TREE WILL SEQUESTER 1 TONNE OF  
CARBON IN ITS LIFETIME.

# 11960

TREES ESTABLISHED  
SINCE 2020

# 5980t

SEQUESTRATION  
CAPACITY

# 05

CARBON SEQUESTRATION  
CLIENTS TO DATE

# 4415

TREES ESTABLISHED IN  
23-24 SEASON

# WHAT HAVE WE ACHIEVED



44  
TALKS &  
PRESENTATIONS  
GIVEN

561  
PEOPLE ATTENDING  
OUR EVENTS

600%  
INCREASE IN SOCIAL  
MEDIA REACH OVER  
THE LAST 12 MONTHS

20  
EVENTS ATTENDED

## Outreach

We had our largest number of attendees at both winter and summer days this year. Local communities are vital in protecting and restoring our woodlands but we need more than awareness. If we want people to care, we need them to feel awe and wonder, and most importantly, a connection to the woodlands. The best way to do that is to get people to spend time in them.

## Volunteering creates that connection

We've received questions about using volunteers to help plant and maintain our habitats. Yes, working with volunteers takes more time and effort, but for us, the benefits go far beyond the initial investment. It gets people out in the fresh air, gives them a sense of achievement, and a sense of a community, working together towards the same goal. All of which adds up to them wanting to invest in and protect what they've experienced.

## Helping people understand what it takes to create a new habitat

There is a growing negative perception of tree planting among the public. We need people to understand why just sticking trees in the ground isn't the best way to create new habitats. Our planting and woodland wellbeing days show people the process and skills it takes so that they can share that knowledge.

## Beyond business

Outside of our planting days and Summer Woodland Wellbeing days, we have begun to expand our outreach with talks and workshops for schools, universities and our partner businesses at their offices. With a combined skill set - from scientific to social - we aim to communicate in a fun and accessible way, furthering the spread of awe and wonder for woodlands. As well as an awareness of how we can restore and revive them.

# EDUCATION FEEDBACK

50% of respondents were unsure in their knowledge of woodlands before our event. 5% of respondents admitted to knowing nothing about woodland creation.

All respondents had a marked increase in woodland knowledge afterwards.



“The importance of trees to the environment”

“How to plant the trees to maximise their chances of survival and protection of the saplings while they develop” – Nick, KAST Architects.

“The proper way to plant a tree”

75% of respondents said that they found the tree planting days inspiring

100% of respondents said they're proud to support Plant One

# BUSINESS GROWTH

39

PARTNERS, UP  
FROM 9 IN 2020

01

NEW DIRECTOR

02

NEW PAYE  
STAFF MEMBERS

06

PERMANENT  
CONTRACTORS



## Commercial

We may be a small business, but we want to have a positive impact in Cornwall and the wider UK. Not only through our environmental impact, but on people and the economy too.

### Our partners

We can't do any of this without our commercial partners who have quadrupled in number since 2020. That's 39 businesses directly working alongside us to restore woodlands. The support we receive is a huge inspiration and boost for us to continue the work we do.

### Creating local jobs

Although we have strong volunteer support, it's important that we also establish a workforce. We have grown faster than we expected. We now have three PAYE staff, three long-term contractors and a roster of seasonal staff.

### Supporting other local businesses

We choose our suppliers carefully, looking for companies that share our values. We work closely with many Cornish companies ranging from small independent traders like Naughty Nonnas and Suzanne Johnson Photography to the big players like St Austell Print and Coodes Solicitors.

The ability for these new habitats to support *people* as well as planet is really something special and important to our continued success and growth.



# BUSINESS GROWTH

## Environmental

We have expanded our partnerships with other environmental agencies and projects. Working alongside others in our industry means we can go further and faster in achieving our ultimate goal of increasing biodiversity and habitat range.



**Cornwall**  
Wildlife Trust



**WOODLAND**  
TRUST



WORKING  
WOODLANDS  
CORNWALL



**KERNOW**  
CONSERVATION



**CARBON**  
SENSE



Forestry Commission



**THOUSAND**  
YEAR  
TRUST  
*Restoring Britain's Rainforests*

**Forest for**  
**Cornwall**  
Koos rag Kernow



**University of Exeter**

Environment and Sustainability Institute

We were selected to be part of the **WILD ISLES COMMUNITY FUND**. This gave us a huge injection of funds to expand our offerings to landowners and partners.

A large portion of our work over the last four years has been focused on **TEMPERATE RAINFOREST RESTORATION**. We've joined forces with The Thousand Year Trust and become members of the South West Rainforest Alliance.

We've helped **CORNWALL WOODLAND TRUST** with temperate rainforest research.

We've created and planted up unique habitats to meet the **WILDLIFE TRUST'S** exacting specifications.

We're working with the Forestry Commission to help deliver their **WOODLAND GRANTS**, so more people can access and implement them.

We've also teamed up with **CARBON SENSE** to help partners understand their carbon journey.



# MIGHTY OAK GUARDIANS

This year we launched our honours scheme to celebrate the people who go above and beyond to help Plant One. Our Mighty Oak Guardians have done wonders for us and this is our chance to thank and celebrate their support.

# MIGHTY OAK GUARDIANS



## CHRIS HINES M.B.E

Chris is the O.G. The man we all look up to in terms of starting a movement to make a real change. The founder of Surfers Against Sewage, Chris has been our mentor, our guide and our biggest advocate. He has been shouting about us to all that will (or even won't) listen. He donates his time to speak at our events and helps us to inspire people to do their bit. We can't thank him enough for his continued support.



## JAKE CAUSLEY

Jake pushed for Falmouth University to partner with us, connecting us to the students and faculty, and empowering the next generation of woodland warriors. Outside of his role at the uni he has regularly given up his free time to support us on planting days and even held the fort for us at a few events. He's basically one of the team at this point!



## MATT HOCKING

Anyone who's anyone (environmentally-speaking) in the South West knows Matt, so to have him championing us across the area has helped spread the Plant One message far and wide. His mentorship and support has gotten us priceless exposure.



## AMY WRIGHT

Through her company Kind Tide, Amy has been kind (pun intended) enough to donate her time to help us shape our story, our outreach and the way we communicate to the public and our partners. Her invaluable help has brought our communication and education on leaps and bounds.



## JAMES STUART

James has shared his expertise and skills in telling stories through film. Through his company Lightbox Films, James helped establish Plant One's story and continues to help us create compelling narratives. He also sacrificed a whole day of his time to listen to us ramble and rant about what it is we do to help give our voice its early form.

# WHAT OUR PARTNERS THINK

*"Wildanet decided it wanted to invest in local tree planting and nature recovery projects where it is building its full fibre network in Cornwall, instead of offsetting outside of the UK and Southwest. Working with Plant One is a pleasure – the team are knowledgeable and helpful plus the work they do complements Wildanet's sustainability goals perfectly."*

*-Amanda (Positive Impact Manager, Wildanet)*

*"Here at NSN we help our client's jump across to a greener energy with solar, air source heat pumps and EV charging. We have been carrying this out for nearly 10 years now, so partnering with Plant One seemed a perfect match. We love Plant One's mantra and the fact they are also a Cornwall-based business looking to improve our local environment. NSN and Plant One are walking the same road here in Cornwall with our fight against environmental factors but in different ways. The perfect match. We have loved being part of the Plant One family and we look forward to many more years to come."*

*-Joss (Director, NSN Electrical)*

*"At KAST we are acutely aware of the environmental impact that the construction industry has, and while we work hard to minimise the embodied and operational carbon of the buildings we design, we also want to be able to positively help combat climate change at a local level. By partnering with Plant One we are helping to restore woodland habitats across Cornwall, and what's better is that we get to do it in a hands-on way. We thoroughly enjoyed our tree planting day last winter and look forward to getting dirty again later this year!"*

*-Nick (Director, Kast Architects)*

# WHERE ARE WE HEADED?

## **The next 12 to 18 months**

Now our attention turns to how we build on this success, reach more people and grow more habitats. Our goals for the next 12 to 18 months include:

We're in talks with landowners to establish **14 HECTARES** of new habitats in the 2024/2025 planting season. That's around **16,000 TREES** – triple the number we established last year.

Build on our **OUTREACH PROGRAMME** by hiring a community officer.

Buying land and creating **OUR OWN WOODLAND HABITAT** so that more people can experience our work and access woodlands. This will give us a home for workshops, events and training, and a space where more people can come for a wander through the woods.

Expand our **SCIENTIFIC RESEARCH** so that we can better understand the ecological impact of our work.

Employ at least **TWO MORE PLANTERS** for the upcoming season.



# THANK YOU

These past four years have been fantastic. This last year has shown us what we set out to do is working and can be sustainable over the longterm. We're looking forward to growing beyond Cornwall and perhaps even beyond woodlands (there's talk of ponds!).

All of this is down to our community, landowners, supporters, volunteers and everyone we have worked with. This is a team effort and we can't restore and protect our woodlands without you!



Thanks for reading our first ever impact report!

If you'd like more information, to join us as partner or support us in other ways, we'd love to talk to you.

***[hello@plantonecornwall.com](mailto:hello@plantonecornwall.com)***