



**TREES  
FOR  
CITIES**

**ANNUAL REPORT  
2017-18**

# MISSION STATEMENT

We are the only charity improving lives by planting urban trees to create greener cities across the country and around the world. We get stuck in with local communities to cultivate lasting change in their neighbourhoods – whether it’s revitalising forgotten spaces, creating healthier environments or growing food with kids.

We were founded in 1993, so 2018 marks our 25th anniversary. This report documents our performance this past financial year and takes a look at our achievements throughout our history.



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## MESSAGE FROM THE CEO

“A pub conversation that got out of hand” was how one of our founders described the inception of Trees for Cities. 25 years on – and at a time when the threats to our environment are as pressing as ever – it’s inspiring and vitally important to reflect back on what can be achieved with a great idea, and the passion and energy to make it real.

It is fitting that our 25th year promises to be our busiest and most fertile yet. For example, in collaboration with the Greater London Authority we will play a leading role in delivering the Mayor of London’s ambition to declare the capital the world’s first ‘National Park City’ by

over the coming months. And our groundbreaking programme with Bulb will result in more than double the number of new Edible Playgrounds compared to any previous year, propelling us towards our aim of transforming 250 schools by 2025. To top it all off, we will plant our millionth tree this year. Not bad for a conversation that got out of hand!

There are more people and organisations to thank for our successes over these years than we can possibly mention. But we are enormously grateful to every one of the staff, trustees, patrons, partners, funders and other supporters who have played a role in allowing us to get this far.



**WE WILL FIGHT EVEN HARDER FOR OUR URBAN ENVIRONMENTS AND INSPIRING THE SEA CHANGES THAT ARE SO DESPERATELY NEEDED TO MAKE OUR TOWNS AND CITIES THE BEST POSSIBLE PLACES FOR FUTURE GENERATIONS TO GROW UP AND THRIVE IN.**



organising the biggest weekend of tree planting the city has ever seen. In addition, through our partnership with npower we will, for the first time, plant more than 100,000 trees outside of London in a single season. Our three-year programme with Clear Channel to put 500 new trees on streets across the country will come to a successful fruition

Now we look forward again. In 2019, we will create a new organisational strategy for the period ahead, which will redefine our direction and ambitions. The future appears to offer a mix of exciting opportunities, blended with challenges from a society in flux. We will not only look to navigate through uncertain headwinds with the same vigour and determination as in years past, but will strive to do more, fighting even harder for our urban environments and inspiring the sea changes that are so desperately needed to make our towns and cities the best possible places for future generations to grow up and thrive in. We look forward to you joining us on this journey.

**DAVID ELLIOTT,  
CHIEF EXECUTIVE**

# OUR HISTORY



Trees for London

## 1993

Four friends got together to set up Trees for Cities, or as we used to be known, Trees for London. Twenty-five years on, we have grown into a thriving organisation with national and international impact, but we've stuck to our roots. Here are some of our milestones...

## 2000

An ambitious goal, but we met it a year early! Ready to keep going, we planted 10,000 more trees that year.

## 2003

Our 10th anniversary! More trees were needed everywhere, we decided to expand our reach to the whole country, adopting the 'Trees for Cities' name and giving people up and down the country a chance to get stuck in with planting trees.

## 2005

We hosted (and invented the concept of) the first ever Tree-Athlon! Held in Battersea Park, London, it saw supporters run 5km, plant a tree and pledge a tree wish. Over 2,500 people took part on the day, and 1,000 ran the Tree-Athlon, making it a huge celebration of our urban trees.



## 2008

We celebrated our 15th birthday! Harking back to our roots, we held an extra-special club night and fundraiser. Nineteen Ninety Tree was held at Dex, Brixton (and yes, the pun was intentional). This wasn't the only party we had, with "Get Twiggy With It" taking place in September.

## 2010

We love our city trees, and London has some great ones. That's why we worked with Time Out to publish a book that would shine a light on their unique histories. The Abbey Plane in Dean's Yard, for instance, has swallowed up a piece of drain pipe that was lying on the ground, giving it a cosy, if slightly odd home.

## 2013

2013 was our 20th anniversary. Never a group of people to do things half-heartedly, we worked with Australian artist Konstantin Dimopoulos to colour trees in the heart of London bright blue. Supported by Bloomberg, the art installation was part of the City of London Festival, and did what it was created to do: inspire Londoners to notice and reflect on the importance of our street trees.



## 2015

Our work in Ealing grew further still, with a huge planting day in King George's Field. We gathered together 580 people to plant 20,000 trees, making this one of our largest mass tree planting projects in London. It was delivered in partnership with Ealing Council, the Greater London Authority and Unilever as part of their 'For the Love of Trees - London' campaign.



## 2018

We turned 25! We knew we had to mark this big birthday in some very special ways. First of all, we launched our new brand. Though we have a new logo and website, we're still doing what we do best - planting trees in cities, and so much more. We also had our first ever flash mob at Kings Cross station. To make the year even more special, we're on track to plant our millionth tree this season.

## 1998

Five years after we were established, the volunteers and communities who had always made our work happen knew we were on to a good thing, and could do even more. So, we decided we were going to plant 20,000 trees in London by 2001...



## 2002

We hadn't had enough, so we campaigned for 1 million more trees to be planted in London. Backed by patron Alistair McGowan, Suggs of Madness, Richard Rogers, Ali G and then Mayor of London, Boris Johnson, the campaign pushed for the trees to be planted by the opening of the 2012 Olympics. As reported in the Evening Standard, Mr G said: "Planting a million trees is wikkid."

## 2004

We branched out even further, planting trees in cities across the world, including Addis Ababa, Ethiopia; Bucharest, Romania; and Nairobi, Kenya. In August 2004, we launched our first TV ad, 'City Thumbprints', which ran on Bloomberg and CNN.

## 2007/8 YEAR END

Towards the end of the planting season, we reached a huge milestone - the planting of our 100,000th tree! An ornamental pear, the tree was planted by then Mayor of London, Boris Johnson, with a helping hand from pupils at Kings Avenue Primary School.



## 2009

Edible Playgrounds was launched, with Rotherfield Primary School housing the first outdoor classroom, tailor-made for kids to learn about growing and eating healthy food.



## 2014

We hosted our first ever 'Plant to the Beat' event, supported by Festival Republic and Bloomberg. People got together and planted 10,000 trees in Ealing, to the sound of live music. Transforming green spaces and having a little dance? Sounds like a perfect day.



## 2016

We have worked with Bloomberg since 2002 to build sustainable livelihoods in East Africa, and in 2016 we helped communities in 5 countries plant a huge 31,887 trees. These projects engaged over 4,500 volunteers and local school children.

## 2017

We launched #GenerationTree. Coinciding with National Tree Week, the campaign called on people to join the generation that plants more trees than it cuts down, by donating or signing up to volunteer with us.

## 2011

In March 2011, The Dorchester Hotel on Park Lane, London, announced an ambitious plan to celebrate its 80th anniversary by planting 80 'Future Great Trees' across the city.

# OUR IMPACT



## HEALTH AND WELL-BEING

A growing body of research is showing that trees and green spaces can improve recovery times from illness, reduce stress and boost mental health. Even the view of nature out of a window is associated with lower stress at work and higher job satisfaction.



## REDUCING FLOOD RISK

A single mature, leafy tree can absorb up to 450 litres of water per day. This can help to reduce the stress on storm water drains and mitigate flood risk in urban areas. Trees also improve soil quality and prevent erosion, so more water is held in the ground.



## SUPPORTING URBAN WILDLIFE

Wildlife populations are becoming increasingly fragmented, with 60% of UK species now in decline. More trees and green spaces across cities can help sustain wildlife by providing food and habitats in urban areas.



## COOLING AND CLEANING THE AIR

Trees remove pollutants from the air and cool us by providing shade, and through evapotranspiration from their leaves. This is particularly important in our cities, where pollution levels are higher and the 'urban heat island effect' increases temperatures by up to 7°C.



## COMMUNITY

We work with thousands of volunteers to create and improve green spaces in their local area. As well as making new friends and meeting their neighbours, they learnt how to care for these urban oases for future generations.



## CONNECTING CHILDREN WITH NATURE

We engaged over 11,000 children from inner city schools to plant trees and grow their own food. These projects gave them the chance to get active, connect with nature and learn new skills outside the classroom, bringing the national curriculum to life.



# 72,975

URBAN TREES PLANTED ACROSS 20 UK CITIES AND 3 CITIES IN EAST AFRICA.

# 4,713

VOLUNTEERS GOT STUCK INTO TREE PLANTING.

# 14

EDIBLE PLAYGROUNDS BUILT IN LONDON, BIRMINGHAM AND LIVERPOOL.

# 11,238

SCHOOL CHILDREN HAVE LEARNED ABOUT TREES AND HEALTHY EATING.

# OUR HIGHLIGHTS

## FRUIT TREE PLANTING IN NAIROBI

Three million people live in Nairobi, with an estimated 70% inhabiting informal settlements, often below the urban poverty line. Tree felling for timber and fuel, land conversion, urban sprawl, soil erosion, water pollution, poor air quality and inadequate tree cover are all common problems. It is in response to these challenges that the Greening Nairobi Project was developed to revitalise degraded urban areas. Thanks to continued support from our long-term



corporate partner Bloomberg, we engaged 180 school children and 80 adults to plant 2,000 trees across 6 school sites in the city. Creating or restoring school-based forests in these areas

not only improves aesthetics, but also provides shade and shelter, improves biodiversity and helps mitigate localised flooding. Additionally, new fruit trees provide free food.

## GREENING EDINBURGH WITH THE PEOPLE'S POSTCODE LOTTERY

Players of the People's Postcode Lottery, through the Postcode Green Trust, have awarded us a grant of £300,000 over 3 years, to support the growth of our UK Urban Forest programme. This will help us achieve our target of 1 million trees by 2020, making cities and towns across the country, greener, healthier and happier.

We launched this exciting new partnership on 21 March 2018, the International Day of Forests. People's Postcode Lottery staff joined us for a planting event in Craigmillar, Edinburgh, as part of a project to create a new woodland of 7,965 trees in Little France Park. These trees will increase biodiversity and enhance the landscape in this area of urban fringe, creating a space to be enjoyed for generations to come.



## TREE PLANTING WITH SUPPORT FROM THE DULVERTON TRUST

The Dulverton Trust has supported the UK Urban Forest programme since 2015. Over the last 3 years, its grants have enabled us to plant 57,822 urban trees across 6 cities: Birmingham, Bradford, Leicester, Salford, Leeds and Sheffield. In doing so we engaged over 5,000 local people (1,646 volunteers and 3,700 school children), with 84 schools, businesses and community groups participating.

These trees have had a huge impact, from providing woodland space for Forest School activities, to creating community orchards that promote healthy eating in economically disadvantaged inner-city areas. Our education and engagement activities have strengthened communities and mobilised local people to volunteer, creating a sense of ownership and pride in making a positive difference to their surroundings.

## DISCOVERING THE VALUE OF TREES WITH THE EALING I-TREE ECO PROJECT

We partnered with Ealing Council, Forest Research, the Greater London Authority, the Forestry Commission, Treeconomics and Arup to plan and deliver a robust, holistic i-Tree project that will inform the tree management and planting objectives in Ealing's next strategy.

The technical report and microsite we created highlight the benefits of trees through easily accessible tables, maps, graphs and infographics – [www.ealingitree.online](http://www.ealingitree.online). There are an estimated 234,400 trees in the borough, with an amenity value of £3.4bn.

The i-Tree project will enable Ealing's residents, politicians, elected members, planners and arboriculturalists to understand the composition and value of trees, and enhance future strategies.



## PLANTING 12,000 TREES WITH NPOWER

As part of our partnership with npower, we created a vibrant urban woodland alongside the newly widened A52 in Chaddesden, Derby. Just over 3,000 trees were planted along this busy roadside to shield residents from worsening noise pollution and air quality. Maple, birch, chestnut and oak trees will all help to make this

roadside residential area a greener and healthier place to live. The trees were planted with the help of children from the local Meadow Farm Community Primary School.

So far this year, npower and Trees for Cities have worked together to plant over 12,000 trees this year across four UK cities. A tree is planted for every customer supplied on npower's Go Green Energy Fix tariff.

## CREATING AN EDIBLE PLAYGROUND FOR OLGA PRIMARY SCHOOL

We've built more Edible Playgrounds than ever this year – 14 in total – and among them is Olga Primary School in Tower Hamlets, London. The pupils rarely access local

green spaces, and it was determined that they would gain multiple benefits from practical, outdoor learning about growing and cooking with fresh, healthy food.

After securing funding from Trees for Cities' corporate partner Bulb, the Edible Playground at Olga was designed and built in the winter of 2017-18 and opened in June this year.



“ It didn't take me long to decide that the Edible Playground was the project for us. The matched funding, the design and build expertise and, probably most importantly, the ongoing support throughout the year to build expertise and enthusiasm in the school made it a very attractive venture. ”  
Linda Ewers,  
Olga's Head Teacher.



## HOW YOU CAN PARTNER WITH US

Whether you aim to enhance your business' sustainability strategy, engage consumers and employees through your values or create a lasting green legacy, our dedicated corporate partnerships team can work with you to deliver rewarding and impactful bespoke solutions.

Call us on 020 7840 5950 or email us at [corporate@treesforcities.org](mailto:corporate@treesforcities.org)

### OFFSETTING

Environmental impact offsetting through urban tree planting is a unique, effective and long-term approach to managing the residual environmental impact of your business activities. Woodlands remove greenhouse gases like CO2 from the atmosphere, meaning you can achieve your sustainability objectives and manage your environmental footprint while making an investment in tangible and holistic green infrastructure. You can offset impacts from carbon emissions, air pollution, or paper use in this way. This service is verified and certified by a third-party company.



### CORPORATE VOLUNTEERING

Volunteering with Trees for Cities is a great way to boost employee motivation and engagement. It also demonstrates your organisation's commitment to creating positive change for people and the planet. Your staff will help us plant trees, rejuvenate green spaces and create Edible Playgrounds for school children. Our dynamic volunteering days also give them an opportunity to unwind outside the office for a day, learning new skills and forging positive connections with colleagues.



### MARKETING AND SPONSORSHIP

Marketing your business alongside Trees for Cities will help engage your consumers, achieve corporate social responsibility objectives and strengthen your brand. You can connect your sales to tree planting through cause-related marketing, or sponsor an urban greening project that works within a community to forge a green legacy for future generations. Through full or partial funding of a project, you can create measurable impact and take ownership of the difference you have made.



### COMMERCIAL DEVELOPMENT

With a considered blend of community engagement and a skilled cohort of horticulturalists and landscape designers, we are experts in providing ethical landscape and design services for companies in the development, refurbishment and construction sectors. We can coordinate landscaping for your development, or take charge of a single element, like planting the right trees in the right places. We can also deliver bespoke products and services, including wellbeing gardens and sustainable urban drainage solutions.



### OTHER PARTNERSHIPS

We're always keen to hear from landowners, organisations, trusts and foundations who are interested in partnering on a project. Get in touch: [info@treesforcities.org](mailto:info@treesforcities.org)



*A huge thanks to all our PwC volunteers – we couldn't have done it without you!*

### OVERHEARD AT A PLANTING DAY

This season, 657 PwC employees have volunteered with Trees for Cities, which works out at a staggering 3,285 volunteer hours. They participated in 15 different projects across 10 UK cities, helping us with both tree maintenance and green conservation activities.

We asked 70 PwC volunteers what they enjoyed most about their day of volunteering with us:

“ LOVED GIVING BACK TO THE COMMUNITY ”

“ GREAT OPPORTUNITY TO MAKE A VIABLE CONTRIBUTION TO A COMMUNITY AREA ”

“ SEEING THE DIFFERENCE WE MADE IN ONE DAY. I WOULD LOVE TO COME BACK ”

“ I ENJOYED GETTING TO KNOW MY COLLEAGUES BETTER ”

“ IT WAS ENJOYABLE AND I FELT LIKE I MADE A DIFFERENCE ”

“ SEEING THE HARD WORK PAY OFF ”

“ FABULOUS STAFF, GREAT VIBE, LOADS OF FUN!! ”

# OUR GROWTH

**£22,091**  
**OTHER**

We received £22,091 from other sources, including £22,000 from the Landfill Tax Communities Fund.

**£49,592**  
**INDIVIDUALS**

This year, we engaged more people than ever before, from fundraisers to volunteers and donors, which resulted in the individual income increasing by 45%.

**£276,712**

**LOCAL GOVERNMENT, LANDOWNERS AND SCHOOLS**

This includes funding from our Edible Playgrounds schools, local authorities in London and the Greater London Authority, as well as landowners.

**£485,548**

**GRANTS**

We have a strong track record in fundraising from trusts and foundations. This year it included securing a major multi-year grant from the Postcode Green Trust.

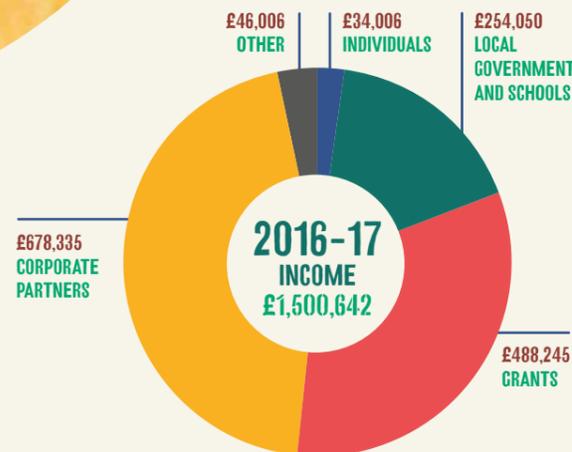
**INCOME**  
**£2,124,031**



**£1,290,089**

**CORPORATE PARTNERS**

The largest area of growth came from corporate partners, with income increasing by 87%, and included major partnerships with Bulb, Clear Channel, npower and Tideway.



**2016-17**  
**INCOME**  
**£1,500,642**

**£38,910**

**INTERNATIONAL PLANTING**

This year, we planted 4,000 trees in Rwanda and 2,000 trees in Kenya, engaging 4,545 people.

**£204,676**

**RAISING FUNDS**

Our fundraising teams have kept busy and enabled businesses and individuals to engage with our cause, therefore for every £1 spent on fundraising, over £10 of revenues were generated.

**EXPENDITURE**  
**£1,755,794**



**£601,501**

**EDIBLE PLAYGROUNDS**

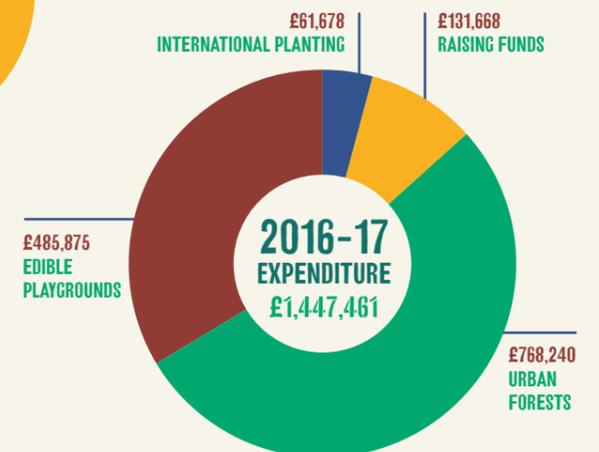
We delivered 14 Edible Playgrounds projects in London, Birmingham and Liverpool, engaging 7,353 children and 822 teachers.

**£910,707**

**URBAN FORESTS**

We increased our investment in our Urban Forest programme and delivered more projects in locations across the UK than ever before. In total, we doubled the number of cities we worked in, from 10 to 20.

In 2017-18 we spent **88P IN EVERY £1** on our charitable objectives



**2016-17**  
**EXPENDITURE**  
**£1,447,461**

Taylorcocks, The Courtyard, Shoreham Road, Upper Beeding, Steyning, West Sussex, BN44 3TN. These summarised accounts have been extracted from the full audited accounts, which you can find on page 28.

# SUPPORTERS AND PARTNERS

We are hugely grateful to the following organisations and individuals for their generosity. It is their support that enables us to cultivate lasting change in towns and cities.

## £10,000 AND ABOVE

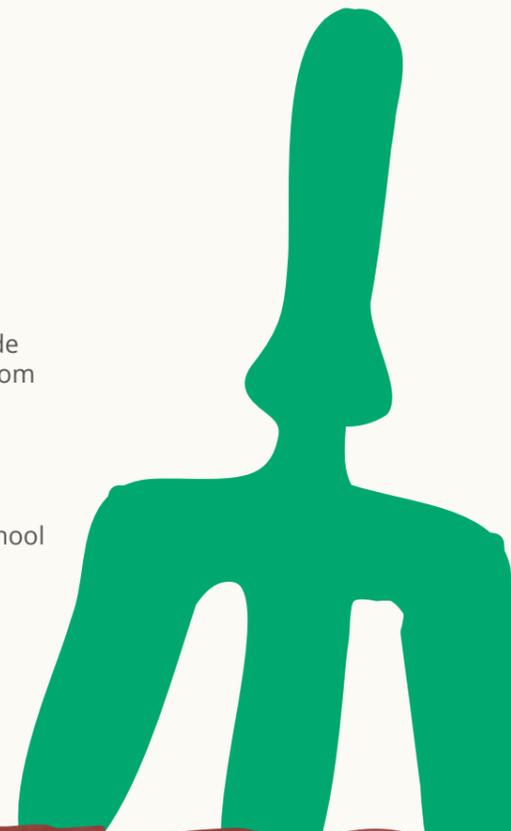
Aquarius  
Arcadia Charitable Trust  
Arup  
Bloomberg L.P.  
Bulb  
Chesterton Primary School  
City Bridge Trust  
Clapham Manor Children's Centre  
Clear Channel UK  
Community Forest Trust

Cubitt Town Junior School  
Department for Environment,  
Food & Rural Affairs (Defra)  
English Martyrs RC Primary School  
Environment Agency  
Friends of Sutcliffe Park  
Gallions Primary School  
Garfield Weston Foundation  
Greater London Authority  
Heathrow Community Fund

Hermes Fund Management Ltd  
Investec Asset Management Ltd  
Investec Bank plc  
J. P. Morgan  
Lansbury Lawrence Primary School  
London Borough of Ealing  
London Borough of Redbridge  
Mothercare UK Ltd  
npower  
Olga Primary School

Players of People's Postcode  
Lottery – awarded funds from  
Postcode Green Trust  
PwC UK  
RSM  
Southern Road Primary School  
St Patrick's Catholic  
Primary School  
TD Securities  
The Dulverton Trust  
The Prince of Wales's  
Charitable Foundation

The Sir Peter O'Sullivan  
Charitable Trust  
The Tower Hill Trust  
The Woodland Trust  
Tideway  
Tower Limited Partnership  
Veolia Environmental Trust  
West Thornton Primary Academy  
Western Riverside  
Environmental Fund  
William A. Cadbury Charitable Trust



## £500 - £9,999

Accenture UK  
Adobe UK  
Alex Julian  
ALK Technologies Ltd  
All Saints Educational Trust  
Baker McKenzie LLP  
Barbara Whatmore  
Charitable Trust  
Beyond Me  
Bird & Bird  
BPR Group Europe Ltd  
Brian Woolf Trust  
Burberry  
Cidersmiths  
City and Guilds Group  
Cofense Inc.  
Deptford Folk  
dpa Lighting Consultants

Draeger Medical UK Ltd  
Elizabeth Doty  
Ena Salon  
Eversheds Sutherland  
F&C Asset Management  
Services Ltd  
Firmenich UK Ltd  
Fiona Mucklow  
FLO – Northern Line Extension  
Fresh Student Living  
Friends of Kennington Park  
Fudco Ltd  
Garner & Hancock Solicitors  
Gattaca plc  
Golin  
Great Portland Estates  
Green Tomato Cars  
Greenzone Cleaning and  
Support Services Ltd



Grey & Co (Wembley Park) Ltd  
Huron Consulting Group  
Intermediate Capital Group plc  
Kusuma Trust UK  
LC Energy  
LEEF – London Environmental  
Educators' Forum  
London Borough of Hounslow  
London Borough of Newham  
London Green Points  
Bexley – Green Rewards  
London Underground Asset  
Performance: Jubilee, Northern  
and Piccadilly Lines  
m/SIX Communications Ltd  
Marsh Corporate Services  
Mr David Pike  
Mr Duncan Martin  
Mr Scott Searle

Multiplex  
Construction Europe Ltd  
NBCUniversal International  
Northern Trust  
Open Gate Trust  
Owen Fabrications  
Peter Bennison at PM  
Bennison Heating Ltd.  
Phillips 66 UK  
Prof. Selena Gray  
RBC Investor and Treasury  
Services (I&TS)  
Snaresbrook Primary School  
St Anne's RC Primary School  
St Mary Abbots Primary School  
Stamford Hill Primary School  
Stanley Smith (UK)  
Horticultural Trust  
Techno Brain Europe Ltd

Tesco – Bags of Help  
The Jack Patston Charitable Trust  
The Jephcott Charitable Trust  
The John Feeney Charitable Trust  
The John Jarrold Trust  
The Liz & Terry Bramall  
Foundation  
The Rowlands Trust  
The Tanner Trust  
The United Bank of Carbon  
– University of Leeds  
The Wellcome Trust  
Todd Doors  
TowerBrook Foundation Ltd  
TransPennine Express/Forestry  
Commission Transform Grants  
Urban Village Homes  
Viridian Nutrition  
Vision Redbridge Culture  
& Leisure VRCL



## TRUSTEES' REPORT AND ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2018

## LEGAL AND ADMINISTRATIVE INFORMATION

<b>Trustees</b>	J Bevan J Capon (Chair) S Gray C Harper-Harris G Simmonds S Workman B Miller A Shah
<b>Chief Executive</b>	D Elliott
<b>Charity number</b>	1032154
<b>Company number</b>	02874642
<b>Principal address and Registered office</b>	Prince Consort Lodge Kennington Park Kennington Park Place London SE11 4AS
<b>Auditors</b>	Taylorcocks The Courtyard Shoreham Road Upper Beeding Steyning West Sussex BN44 3TN
<b>Bankers</b>	The Co-operative Bank p.l.c. P.O. Box 101 1 Balloon Street Manchester M60 4EP  CAF Bank 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ

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The Trustees are pleased to present their report and accounts for the year ended 31 March 2018.

The accounts have been prepared in accordance with the accounting policies set out in note 2 to the accounts and comply with the Trust's Memorandum and Articles of Association, the Companies Act 2006 and the Statement of Recommended Practice, Charities SORP (FRS102).

## OUR MISSION

### 'Planting trees and greening cities worldwide'

Working with volunteers, schools and local communities, we create and revitalise urban green spaces to improve the lives of people living in towns and cities. Since 1993, we have engaged over 70,000 people to plant more than 770,000 urban trees and build 50 Edible Playgrounds in schools.

## OUR GUIDING PRINCIPLES

In parallel with our mission, all of our work is grounded within the following guiding principles:

- **People-led:** Although our reach is global, we value the importance of a local focus. We always work through and within local communities to strengthen them and empower their members.
- **Quality:** Both the quantity and quality and location of the trees we plant are at the forefront of our planning so that we constantly strive to maximise the impact of our projects to the environment and society.
- **Delivery:** We are an organisation that gets things done. What we talk about, we do – effectively, efficiently and on-time.

## OBJECTIVES AND ACTIVITIES (INCLUDING ACHIEVEMENTS AND PERFORMANCE)

Trees for Cities works with local communities to deliver tree planting projects. Our aim is to create high quality green spaces in the more socially and environmentally deprived parts of cities and towns, enhance social cohesion, and beautify our cities through tree planting and community and education initiatives.

Our founding objects, as set out in our governing document are:

**“to advance the education of the public in the appreciation of trees and their amenity value, and in furtherance of this the planting and protection of trees everywhere, and in particular in inner city areas.”**

The public benefits that shape our annual activities continue to be environmental protection and improvement, education, and health.

In shaping our objectives for the year and planning our activities, the trustees have given consideration to the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

## WHAT WE ACHIEVED IN 2017-18:

- Delivered 14 Edible Playgrounds projects in London, involving 7,353 children and 822 teachers.
- Planted 16,024 trees in London, involving 2,327 volunteers.
- Developed and delivered 22 UK projects, planting 50,892 trees in 20 UK cities and towns and engaging 5,623 volunteers.
- Planted 4,000 trees in Rwanda (Rwamagana and Kayonza), and 2,000 trees in Kenya (Nairobi), engaging 4,545 people.
- Involved 1,765 Corporate Volunteers in UK and London through Corporate Volunteering Opportunities.

## PLANS FOR FUTURE PERIODS

A selection of our plans for 2018-19 are:

- Plant **30,000 trees** across **10 projects** in London.
- Plant over **100,000 trees** across projects in **15-20 cities** across the UK.
- Plant **27,000 trees** across projects in **2-3 cities** across the world.
- Develop, design and deliver **32 Edible Playground projects** in **3-5 cities** (including London and Liverpool).
- Roll out the **new brand**.
- Launch the **new website**.

## FINANCIAL REVIEW

The Statement of Financial Activities (SoFA) and Balance Sheet have been prepared in accordance with the Charities SORP FRS 102 (2015).

Trees for Cities enjoyed an extremely successful year, receiving over £2 million for the first time in the charity's 25-year history, and delivering more Urban Forests and Edible Playgrounds projects than ever before.

Income has increased due to the charity's increased investment in fundraising, and the fundraising staff performing extremely strongly across all areas of the charity.

The charity spent £204,676 on raising the charity's total income of £2,124,031, therefore for every £1 spent on fundraising, over £10.37 of revenues were generated.

The largest area of growth came from Corporate partners, with income increasing by 87% (from £689,479 in 16-17 to £1,290,089 in 17-18) and included major partnerships with Bulb, Clear Channel, NPower and Tideway.

The charity's strong track record in fundraising from Trusts, Foundations and Landowners also continued, increasing from £777,158 in 16-17 to £784,351 in 17-18, and included securing a major multi-year grant from the Postcode Green Trust.

2017-18 also saw income from individuals grow by 45%, from £34,006 in 16-17 to £49,592.

Total expenditure on Urban Tree planting across London and the UK increased by £142,467 to £910,707, and saw the charity double the number of cities we worked in, from 10 in 16-17 to 20 in 17-18.

Edible Playgrounds expenditure increased by £115,626 to £601,501, increasing the number of Edible Playgrounds in schools from 11 in 2016-17 to 14 in 2017-18.

With the help of our Corporate Partner Bulb, our Edible Playgrounds programme is set to significantly increase in 2018-19. £257,538 of income committed from Bulb in 2017-18 has been set aside by the trustees in a designated fund to be expended in 2018-19.

## INVESTMENT POLICY

Trees for Cities may invest funds at the discretion of the board (as per the Memorandum and Articles of Association).

The trustees review the charity's cash levels, and investment opportunities on an ongoing basis.

The investment objective for short-term investments (funds accessible within 12 months) is to allow funds to be readily available, and with the minimum risk.

In line with this objective, cash is held in bank accounts that allow instant access. During the year funds were held with The Co-operative Bank and CAF Bank.

Should the trustees consider that cash reserves sufficiently exceed the level required to finance the charity's forthcoming activities in a sustainable way, funds may be invested on a longer-term basis to generate further cash for the charity.

The investment objective for long-term investments (funds not accessible within 12 months) will be to generate a return in an excess of inflation over the long-term, and to minimise risk by spreading investments across more than one asset class.

The trustees have set ethical criteria for long-term investments, primarily that Trees for Cities will not invest in companies whose actions run counter to the charity's own charitable objectives.

The charity did not hold any long-term investments during the year.

## RESERVES POLICY

Trees for Cities holds unrestricted reserves in order to:

- mitigate against unexpected reductions in income
- provide working capital
- allow for operational deficits when future planning
- assist with cash flow
- future purchase of capital items
- allow for possible future expansion.

The trustees' policy, after assessing the above requirements, is to hold unrestricted free reserves of between £400,000 and £600,000.

At the end of 2017-18 the charity's unrestricted free reserves were £529,475.

The Trustees are responsible for authorising the application of the charity's reserves. At all times they will have regard to restrictions placed on the application of these reserves and are responsible for ensuring that they are applied in accordance with the stated restrictions.

## SENIOR MANAGEMENT PAY POLICY

Trees for Cities is an equal opportunities employer and applies objective criteria to assess merit.

The Board sets the terms and conditions for staff on an annual basis. A benchmarking process is undertaken periodically to assess each role in the external market, to ensure that the charity is paying all employees, including senior management, fairly and competitively for similar roles within the sector.

## STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity was constituted as a company limited by guarantee and is governed by Memorandum and Articles of Association. The charity was originally registered on 27th January 1994 as Trees for Life Foundation after incorporating as a company limited by guarantee on 24th November 1993, and later changed its name to Trees for London. The charity changed its name to Trees for Cities on 27th February 2003.

The trustees are directors for the purpose of company law. In the event of the company being wound down members are required to contribute an amount not exceeding £1.

The charity's trustees are:

G Simmonds  
 J Bevan  
 J Capon (Chair)  
 C Harper-Harris  
 S Gray  
 S Workman (appointed 11 July 2017)  
 A Shah (appointed 2 October 2017)  
 B Miller (appointed 22 September 2017)

## STRUCTURE

The board of trustees administers the charity.

The Chief Executive is appointed by the trustees to manage the day to day running of the charity and delegates as necessary to the senior management team. The board of trustees are responsible for governance, and assist with strategy and policy.

The Chair of the board of trustees is appointed by the trustees.

## TRUSTEE RECRUITMENT, INDUCTION AND TRAINING

A Board Skills Audit is undertaken approximately every three years, in line with the development of the strategic plan. The audit is used to determine if any new skills and knowledge are required to deliver the new plan.

Should any gaps in skills or knowledge be identified and a new trustee position is required, a recruitment process will be undertaken. Recruitment is open to all sections of the community, and candidates are interviewed by existing trustees and appointed on merit based on a majority decision.

New trustees are made aware of their legal obligations, the content of the Memorandum and Articles of Association, the Charity's history, culture and philosophical approach, the current year's business and financial plan. New trustees also receive a copy of the most recent Annual Report and statutory accounts, and appropriate leaflets published by the Charity Commission with the opportunity to discuss them.

## RISK MANAGEMENT

The trustees and senior management team identify and agree the key risks facing the charity at the start of each financial year and these are entered onto a risk register. Each risk is assessed according to its likelihood and potential impact, and appropriate actions and procedures are agreed.

At each board meeting the trustees review the risk register and agree future actions. Should any additional key risks be identified, the trustees will agree how they should be managed and if appropriate will be added to the risk register.

## STATEMENT OF DISCLOSURE OF INFORMATION TO AUDITORS

So far as the trustees are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the charity's auditors are unaware, and each trustee has taken all the steps that they ought to have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

## AUDITOR

TC Audit Limited took over responsibility for the charity's audit on 27 July 2018, following the merger of the previous auditors, Russell New Limited with the Taylorcocks group of professional service firms. Taylorcocks is a trading name of TC Audit Limited, which is registered to carry on audit work in the UK and Ireland by the Institute of Chartered Accountants in England and Wales (firm number: C005815976).

On behalf of the board of trustees:



**J Bevan**  
Trustee

Dated: 7 December 2018

## STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees who are also the directors of Trees for Cities for the purpose of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

Company law requires the Trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these accounts, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

# INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF TREES FOR CITIES

We have audited the financial statements of Trees for Cities for the year ended 31 March 2018 on pages 28 to 41. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2018 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

## BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## CONCLUSIONS RELATING TO GOING CONCERN

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

## MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

## RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement set out on page 24, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

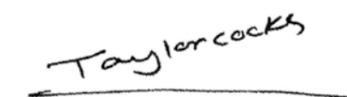
## AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx>. This description forms part of our auditor's report.

## USE OF OUR REPORT

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Mark Cummins FCCA (Senior Statutory Auditor)  
for and on behalf of



Chartered Accountants

Statutory Auditor

Date: 12 December 2018

Office: Steyning

# STATEMENT OF FINANCIAL ACTIVITIES

## (INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2018)

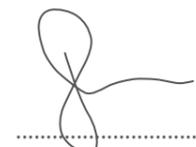
		Unrestricted funds	Restricted funds	Designated funds	Total 2018	Total 2017			Unrestricted funds	Restricted funds	Designated funds	Total 2018	Total 2017
INCOME FROM:	Notes	£	£	£	£	£	EXPENDITURE ON:	4					
Donations and legacies		164,696	18,686	-	183,382	231,256	Raising funds		204,676	-	-	204,676	131,668
Other trading activities	3	160,329	191,461	-	351,790	330,890	Charitable activities						
Investments		91	-	-	91	113	Urban forests	- London	348,910	390,080	-	738,990	630,114
								- Other UK cities	16,317	155,400	-	171,717	138,126
								- International	15,630	23,280	-	38,910	61,678
<b>Charitable activities</b>							Edible playgrounds		350,703	250,798	-	601,501	485,875
Urban forests	- London	358,630	383,927	-	742,557	609,294	<b>Total charitable expenditure</b>		731,560	819,558	-	1,551,118	1,315,793
	- Other UK cities	76,909	131,934	-	208,843	110,725	<b>Total expenditure</b>		936,236	819,558	-	1,755,794	1,447,461
	- International	-	7,500	-	7,500	7,019	<b>Net income/ (expenditure) and net movement in funds</b>		88,199	22,500	257,538	368,237	53,181
Edible playgrounds		263,780	108,550	257,538	629,868	211,345	Fund balances at 1 April 2017		481,723	-	-	481,723	428,542
Total charitable activities		699,319	631,911	257,538	1,588,768	938,383	<b>Fund balances at 31 March 2018</b>	17	569,922	22,500	257,538	849,960	481,723
<b>Total income</b>		<b>1,024,435</b>	<b>842,058</b>	<b>257,538</b>	<b>2,124,031</b>	1,500,642							

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006. All activities are classed as continuing. There are no recognised gains or losses other than those reported on the Statement of Financial Activities.

**BALANCE SHEET AS AT 31 MARCH 2018**

	Notes	2018		2017	
		£	£	£	£
<b>Fixed assets</b>					
Tangible assets	10		39,747		8,306
<b>Current assets</b>					
Debtors	11	685,869		305,275	
Cash at bank and in hand		579,481		470,335	
		<u>1,265,350</u>		<u>775,610</u>	
<b>Creditors: amounts falling due within one year</b>	12	<u>(455,137)</u>		<u>(302,193)</u>	
<b>Net current assets</b>			<b>810,213</b>		473,417
<b>Total assets less current liabilities</b>			<b>849,960</b>		481,723
<b>Income funds</b>					
17					
Unrestricted funds		569,922		481,723	
Designated funds		257,538		-	
Restricted funds		22,500		-	
			<u>849,960</u>		<u>481,723</u>

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies. The accounts were approved by the Board of Trustees on 7 December 2018.



J Bevan, Trustee

Company Registration No. 02874642

**CASH FLOW STATEMENT FOR THE YEAR ENDED 31 MARCH 2018**

	Notes	2018		2017	
		£	£	£	£
<b>Cash flows from operating activities</b>					
Net income/(expenditure)		368,237		53,181	
Depreciation	10	20,511		3,194	
Interest receivable		(91)		(113)	
Increase/(decrease) in creditors	12	152,944		106,334	
(Increase)/decrease in debtors	11	(380,594)		(77,218)	
<b>Net cash flows generated from operating activities</b>			<b>161,007</b>		85,378
<b>Cash flows from investing activities</b>					
Interest receivable		91		113	
Payments to acquire tangible fixed assets	10	(51,952)		(11,500)	
<b>Net cash flows from investing activities</b>			<b>(51,861)</b>		(11,387)
<b>Net increase/(decrease) in cash and cash equivalent</b>			<b>109,146</b>		73,991
<b>Cash and cash equivalents at the beginning of the year</b>			<b>470,335</b>		396,344
<b>Cash and cash equivalents at the end of the year</b>			<b>579,481</b>		470,335

# NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2018

## 1 STATUTORY INFORMATION

Trees for Cities is a charitable company, limited by guarantee, registered in England and Wales. The charitable company's registered number and registered office address can be found on the legal and administrative information page.

## 2 ACCOUNTING POLICIES

### 2.1 BASIS OF PREPARATION

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015) – Charities SORP (FRS102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and the Companies Act 2006.

Trees for Cities meets the definition of a public benefit entity under FRS102. Assets and Liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). There are no material uncertainties about Trees for Cities' ability to continue as a going concern.

### 2.2 INCOME

All incoming resources are included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy, except as follows:

When donors specify that incoming resources given to the charity must be used in future accounting periods, the income is deferred to those periods.

When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred and not included in incoming resources until the pre-conditions for use have been met.

When donors specify that incoming resources are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds when receivable.

### 2.3 EXPENDITURE

Costs are included in the Statement of Financial Activities on an accruals basis inclusive of irrecoverable VAT and are allocated between expenditure categories on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned based on estimated usage as a proportion of directly attributable expenditure. Expenditure is provided for when a legal or constructive obligation exists. Resources expended are analysed as follows:

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support the activities of the charity.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity. These costs are now included within support costs as required by the Charities SORP (FRS 102).

### 2.4 TANGIBLE FIXED ASSETS AND DEPRECIATION

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Plant and machinery	33% on cost
Fixtures, fittings & equipment	20% and 33% on cost
Motor vehicles	33% on cost

### 2.5 LEASING AND HIRE PURCHASE COMMITMENTS

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

### 2.6 DEBTORS

Trade and other debtors are recognised at the settlement amount due.

### 2.7 PENSIONS

The charity operates a defined contribution pension scheme. Contributions payable for the year are charged in the Statement of Financial Activities as they fall due.

### 2.8 ACCUMULATED FUNDS

Unrestricted funds are to be used in accordance with the charitable objectives at the discretion of the Trustees.

Restricted funds are to be used for particular restricted purposes within the objectives of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Designated funds comprise monies set aside out of unrestricted general funds for specific future purposes or projects.

### 2.9 CASH AT BANK AND IN HAND

Cash at bank and in hand includes cash and short term highly liquid investments. The Trustees seek to use short and medium term deposits where possible to maximise the return on monies held at the bank and to manage cash flow.

### 2.10 CREDITORS AND PROVISIONS

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2018

### 3 OTHER TRADING ACTIVITIES

	Unrestricted funds £	Restricted funds £	Designated funds £	Total 2018 £	Total 2017 £
Sponsorship of projects	160,329	191,461	-	351,790	330,890
<b>Total activities for generating funds</b>	<b>160,329</b>	<b>191,461</b>	<b>-</b>	<b>351,790</b>	<b>330,890</b>

### 4 EXPENDITURE

	Staff costs £	Depreciation £	Other costs £	Total 2018 £	Total 2017 £
<b>Raising funds</b>					
Fundraising costs	139,397	-	31,273	170,670	103,556
Support costs	8,897	-	25,109	34,006	28,112
<b>Total</b>	<b>148,294</b>	<b>-</b>	<b>56,382</b>	<b>204,676</b>	<b>131,668</b>
<b>Charitable activities</b>					
<u>Urban forests – London</u>					
Activities undertaken directly	398,277	20,511	223,041	641,829	533,361
Support costs	25,422	-	71,739	97,161	96,753
<b>Total</b>	<b>423,699</b>	<b>20,511</b>	<b>294,780</b>	<b>738,990</b>	<b>630,114</b>
<u>Urban forests – Other UK cities</u>					
Activities undertaken directly	89,138	-	60,833	149,971	120,579
Support costs	5,690	-	16,056	21,746	17,547
<b>Total</b>	<b>94,828</b>	<b>-</b>	<b>76,889</b>	<b>171,717</b>	<b>138,126</b>
<u>Urban forests – International</u>					
Activities undertaken directly	21,810	-	11,779	33,589	53,947
Support costs	1,392	-	3,929	5,321	7,731
<b>Total</b>	<b>23,202</b>	<b>-</b>	<b>15,708</b>	<b>38,910</b>	<b>61,678</b>
<u>Edible playgrounds</u>					
Activities undertaken directly	299,656	-	228,743	528,399	401,749
Support costs	19,127	-	53,975	73,102	84,126
<b>Total</b>	<b>318,783</b>	<b>-</b>	<b>282,718</b>	<b>601,501</b>	<b>485,875</b>
	<b>860,512</b>	<b>20,511</b>	<b>670,095</b>	<b>1,551,118</b>	<b>1,315,793</b>
	<b>1,008,806</b>	<b>20,511</b>	<b>726,477</b>	<b>1,755,794</b>	<b>1,447,461</b>

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2018

### 5 SUPPORT COSTS

	2018 £	2017 £
Copying and printing	14,986	8,716
Legal and finance	8,701	13,428
Postage	1,963	1,949
Insurance	9,332	9,105
IT	23,842	16,383
Office maintenance	39,286	61,642
Office supplies	8,050	6,510
Rent	19,952	37,871
Recruitment	6,959	2,250
Telephone	12,682	12,170
Staff meetings	5,746	4,050
Other support costs	7,211	1,480
Governance costs (note 6)	72,626	58,715
	<b>231,336</b>	<b>234,269</b>

Support costs which are not directly attributable to a specific charitable activity are allocated on a percentage basis based on staff time applied to each activity during the year.

### 6 GOVERNANCE COSTS

	2018 £	2017 £
Staff costs	60,528	47,299
Audit fees	9,500	9,250
Other governance costs	2,598	2,166
	<b>72,626</b>	<b>58,715</b>

Governance costs include to payments to the auditors of £9,500 (2017: £9,250) in respect of audit fees and £1,250 (2017: £95) in respect of other services.

## 7 STATEMENT OF FINANCIAL ACTIVITIES COMPARATIVE FUNDS - YEAR ENDED 31 MARCH 2017

		Unrestricted funds £	Restricted funds £	Total 2017 £
<b>Income from:</b>	<b>Notes</b>			
Donations and legacies		156,762	74,494	231,256
Other trading activities	3	67,640	263,250	330,890
Investments		113	-	113
<b>Charitable activities</b>				
Urban forests	- London	205,581	403,713	609,294
	- Other UK cities	-	110,725	110,725
	- International	-	7,019	7,019
Edible playgrounds	- London	-	103,786	103,786
	- Other UK cities	-	107,559	107,559
Total charitable activities		205,581	732,802	938,383
<b>Total income</b>		430,096	1,070,546	1,500,642
<b>Expenditure on:</b>	<b>4</b>			
<b>Raising funds</b>		131,668	-	131,668
<b>Charitable activities</b>				
Urban forests	- London	199,078	431,036	630,114
	- Other UK cities	22,401	115,725	138,126
	- International	638	61,040	61,678
Edible playgrounds	- London	22,777	265,386	288,163
	- Other UK cities	353	197,359	197,712
<b>Total charitable expenditure</b>		245,247	1,070,546	1,315,793
<b>Total expenditure</b>		376,915	1,070,546	1,447,461
<b>Net income/(expenditure) and net movement in funds</b>		53,181	-	53,181
Fund balances at 1 April 2016		428,542	-	428,542
<b>Fund balances at 31 March 2017</b>	<b>17</b>	481,723	-	481,723

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2018

### 8 EMPLOYEES

#### Number of employees

The average monthly number of employees during the year was:

	2018		2017	
	Number	Number	£	£
Fundraising and public relations	4	3	899,242	690,820
London green projects	18	15	74,800	64,699
Regional delivery	5	5	34,764	32,792
International	1	-	1,008,806	788,311
	<b>28</b>	<b>23</b>		

The key management personnel of the charity comprise the Chief Executive, the Finance and Administration Director, the Projects Co-Director, the Corporate Partnerships Director and the Development Director. The total employee benefits of key management personnel of the charity were £272,440 (2017: £216,907).

The number of employees whose annual emoluments were £60,000 or more were:

	2018	2017
	Number	Number
£60,001 – £70,000	1	1

### 9 TRUSTEES

None of the Trustees (nor any persons connected with them) received any remuneration during the year (2017: none).

During the year no expenditure was reimbursed to trustees (2017: £nil).

### 10 TANGIBLE FIXED ASSETS

	Motor vehicles	Plant and machinery	Fixtures, fittings & equipment	Total
	£	£	£	£
Cost				
At 1 April 2017	11,500	18,722	53,616	83,838
Additions	37,231	14,721	-	51,952
Disposals	-	(12,438)	-	(12,438)
At 31 March 2018	48,731	21,005	53,616	123,352
Depreciation				
At 1 April 2017	3,194	18,722	53,616	75,532
Charge for year	15,604	4,907	-	20,511
Disposals	-	(12,438)	-	(12,438)
At 31 March 2018	18,798	11,191	53,616	83,605
Net book value				
At 31 March 2018	29,933	9,814	-	39,747
At 31 March 2017	8,306	-	-	8,306

### 11 DEBTORS

	2018	2017
	£	£
Trade debtors	334,843	292,485
Prepayments and accrued income	351,026	12,790
	<b>685,869</b>	<b>305,275</b>

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2018

### 12 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018 £	2017 £
Trade creditors	41,930	46,758
Taxes and social security costs	62,432	73,712
Deferred income	212,177	127,736
Other creditors	138,598	53,987
	<b>455,137</b>	302,193

Deferred income outstanding at the balance sheet date consists entirely of income deferred during the year and comprises of various income streams whereby the income recognition criteria outlined in the Statement of Recommended Practice 2015 (FRS 102) have not been met.

### 13 PENSION AND OTHER POST-RETIREMENT BENEFIT COMMITMENTS

#### Defined contribution

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund as detailed below. Contributions of £3,398 (2017: £5,666) were outstanding at 31 March 2018.

	2018 £	2017 £
Contributions payable by the company for the year	34,764	32,792

### 14 SHARE CAPITAL & CONTROL

The charity is a company limited by guarantee and is under the control of the board of Trustees.

### 15 DESIGNATED FUNDS

The income funds of Trees for Cities include the following designated funds which have been set aside out of unrestricted funds by the Trustees for specific purposes:

	Movement in funds			
	Balance at 1 April 2017	Income	Expenditure	Balance at 31 March 2018
	£	£	£	£
Edible play-grounds	-	257,538	-	257,538
	-	257,538	-	257,538

A designated fund has been set aside by the Trustees for future food growing in schools. The £257,538 fund at 31st March 2018 has been funded by our corporate partner Bulb and will be expended in 2018-19.

### 16 RESTRICTED FUNDS

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			
	Balance at 1 April 2017	Income	Expenditure	Balance at 31 March 2018
	£	£	£	£
Urban forests – London	-	383,927	(361,427)	22,500
Urban forests – Other UK cities	-	131,934	(131,934)	-
Urban forests – International	-	7,500	(7,500)	-
Edible playgrounds	-	108,550	(108,550)	-
Other trading activities	-	191,461	(191,461)	-
Donations and legacies	-	18,686	(18,686)	-
	-	842,058	(819,558)	22,500

Trees for Cities' charitable projects are funded by both restricted and unrestricted income. The majority of the charity's unrestricted income comes from either Voluntary Income or other trading activities.

The following list of organisations contributed significant funds (in excess of £15,000) which have been used by the charity for charitable activities:

Arcadia Charitable Trust	Hermes Fund Management Ltd	Prince of Wales's Charitable Foundation
Bloomberg L.P.	Investec Asset Management Ltd	PwC UK
Bulb	Investec Bank plc	Southern Road Primary School
Chesterton Primary School	J.P. Morgan	Tideway London
City Bridge Trust	London Borough of Ealing	Tower Limited Partnership
Clear Channel UK	London Borough of Redbridge	West Thornton Primary Academy
Cubitt Town Junior School	Mothercare UK Ltd	William A. Cadbury Charitable Trust
Department for Environment, Food and Rural Affairs (Defra)	npower	The Woodland Trust
The Dulverton Trust	The Sir Peter O'Sullivan Charitable Trust	
Friends of Sutcliffe Park	People's Postcode Lottery – Postcode Green Trust	
Greater London Authority		

**17 ANALYSIS OF NET ASSETS BETWEEN FUNDS**

	Unrestricted funds	Restricted funds	Designated funds	Total
	£	£	£	£
Fund balances at 31 March 2018 are represented by:				
Fixed assets	39,747	-	-	39,747
Current assets	985,312	22,500	257,538	1,265,350
Creditors: amounts falling due within one year	(455,137)	-	-	(455,137)
	<b>569,922</b>	<b>22,500</b>	<b>257,538</b>	<b>849,960</b>
Fund balances at 31 March 2017 are represented by:				
Fixed assets	8,306	-	-	8,306
Current assets	775,610	-	-	775,610
Creditors: amounts falling due within one year	(302,193)	-	-	(302,193)
	<b>481,723</b>	<b>-</b>	<b>-</b>	<b>481,723</b>

**18 COMMITMENTS UNDER OPERATING LEASES**

At 31 March 2018 the company had total commitments under non-cancellable operating leases as follows:

	Land and buildings		Other	
	2018 £	2017 £	2018 £	2017 £
Within one year	15,500	15,500	2,261	2,261
Between two and five years	20,000	20,000	2,100	4,361
In over five years	20,000	25,000	-	-
	<b>55,500</b>	<b>60,500</b>	<b>4,361</b>	<b>6,622</b>

**19 RELATED PARTIES**

There were no related party transactions in the current and prior years.

# STAND UP FOR CITY TREES

We're on track to plant a million trees by the end of the upcoming planting season, but we won't stop there. Once we've hit that milestone, we'll keep planting, getting kids excited about growing and eating healthy food, and making our cities better places to live. Join us in the movement to make cities greener:

**#GENERATIONTREE**



## GET IN TOUCH

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### TRUSTEES

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Chris Harper  
Anant Shah  
Selena Gray  
Steve Workman

### PATRONS

Leslie Bacon  
Chris Collins  
Jamie Oliver  
Lord Rogers of  
Riverside  
Jon Snow

### FOUNDERS

Julian Blake  
Jane Bruton  
Jake Kempston  
Belinda Winder