

Looking ahead

A new five year charity strategy has been approved by the Board and this new strategy will enable us to continue providing a high level of support to the arboretum, including working closely with the Forestry Commission to support the development of a refreshed strategy for the arboretum. We are both committed to ensure that our respective future plans reflect our shared goal of safeguarding Westonbirt's sustainable future.

Internally we will be reviewing the charity's governance structures to strengthen our procedures, empower the staff team and maximise the contribution from the charity's Board of Trustees. With some of our trustees coming to the end of their tenure in the next 12 months, we will also be planning their succession to ensure the charity continues to benefit from the expertise, guidance and support of a well-qualified Board.

Throughout 2017 and beyond we will continue to develop our membership offer, responding to the feedback you gave us in the membership survey last year. We are also improving our service and communication with a new website and refreshed magazine.

In 2018 the General Data Protection Regulation will come into force. We are working to prepare for this legislative change to ensure we can comply with this new regulation. We are committed to delivering best practice in how we use your information, how we communicate with you and how we fundraise. If you have any questions, please contact us.

With your continued support, we can do so much more...

Whether volunteering, giving financial or other support or simply renewing your membership, you can be part of ensuring that Westonbirt's local, national and international significance as a truly remarkable collection of trees is assured for the future.

the friends
of Westonbirt
Arboretum

Patron HRH the Duchess of Cornwall

Friends of Westonbirt Arboretum, Tetbury, Gloucestershire GL8 8QS

Registered Charity 293190

Registered Company 4965522

fowa.org.uk

Thanks

We are extremely grateful to the following funders for their support of the arboretum:

Houghton Dun Charitable Trust,
Stanley Smith Horticultural Trust,
PF Charitable Trust,
Summerfield Charitable Trust,
Finnis Scott Foundation,
29th May 1961 Charitable Trust.

Their funding has contributed to a wide variety of projects, including: student arborist costs, seed collection abroad and propagation on site, seasonal learning trails and family events. We also recognise and are very grateful for the support received from individuals and other corporate partners.

Last, but by no means least, we simply couldn't continue to support this incredible arboretum without you: our members. Membership continues to be our single greatest source of income with which to support the arboretum. Thank you.

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ANNUAL REVIEW 2016

Welcome to the Friends' annual review for 2016. It was a busy year at the arboretum, with the completion of the capital elements of Phase 2 of the Westonbirt Project. The STIHL Treetop Walkway has attracted lots of new visitors and membership has enjoyed one of its busiest years ever! Our thanks go out to all our wonderful visitor services staff and volunteers!

The new Wolfson Tree Management Centre with its impressive machinery store, has given our Tree Team facilities truly befitting Westonbirt's National Arboretum status. This excellent new facility will be a great asset, helping the team to care for and manage the wonderful collection here.

During 2016 we undertook a review of the charity's resources and re-structured our staff team with a renewed focus on membership and customer service. Raising funds to support the arboretum remains an important part of what we do and we have an exciting programme of fundraising activities in place.

Our membership grew to over 30,000 Friends last year, enabling us to provide more financial support than ever to the arboretum. Following an external review of our annual grant to the Forestry Commission, this is now called the Arboretum Access Rights Payment. The way the charity supports the arboretum is unchanged, as is our commitment to work in partnership with the Forestry Commission.

In the year when the State of Nature Report (originally published in 2013) was updated, it became increasingly clear just how important it is to continue supporting the maintenance and development of this unique botanical collection, and the diverse wildlife and ecosystems it supports. Whilst traditional land management practices are in decline across the country, to the detriment of wildlife, here at Westonbirt they continue. The coppice work in Silk Wood creates the right environment for a wide array of flora and fauna to flourish. The restoration of the Downs, undertaken as part of the Westonbirt Project, is seeing numbers and varieties of plant and animal species recovering and growing.

As members, you are so important to this vital work – through your subscriptions, donations and volunteering. Thank you!

Mike Mintram, Chair of Trustees
Anna-Clare Temple, Chief Executive

FINANCIAL OVERVIEW

INCOME £1.168m

£897,000
Membership

£31,000
Corporate sponsorship

£167,000
Fundraised income

£73,000
Other income, including Great Oak Hall lettings and tree/bench adoptions

EXPENDITURE £1.379m

£33,000
Grants for Tree Management and Learning (from restricted funds)

£83,000
Westonbirt Magazine

£60,000
Fundraising costs

£401,000
Arboretum Access Rights – the funding we provide to the arboretum in return for allowing our members year-round entry

£563,000
Grants for the Westonbirt Project

£239,000
Other operating costs, including staff salaries, marketing and office costs, and governance costs

2016 HIGHLIGHTS



250 volunteers

provided around 23,000 hours of support including: guided walks, family events, community sessions, tree labelling, estates maintenance, propagation and visitor services.

500,000 visitors!

2016 was the arboretum's busiest year ever. As well as enjoying the beautiful landscape, visitors also came to attend events such as the Arb Show, summer concerts, TreeFest and Enchanted Christmas.

15,000 individual trees

and shrubs were cared for and managed thanks to the Tree Team's carefully planned programme of maintenance.



667 runners

took part in the 2016 Westonbirt 10K, with 79 charity runners raising almost £8k!



With the help of Friends funding

three members of the Tree Team spent three weeks on a seed collecting trip to Italy. Five regions visited, 100s of kilometres covered, scores of wild seeds collected!

35,000 visitors

enjoyed school visits and family activities, encouraging young people to understand the value of the arboretum and the importance of trees to our climate.

2 new student arborists

joined the Tree Team on a year's placement. One placement was funded thanks to support from the Friends.



Our membership has grown to over 30,000 Friends!