

## Meet Martyn

our Active Forest Coordinator

We are delighted to welcome Martyn Reeves, our new Active Forest Coordinator to the Forestry Team. We asked Martyn to tell us a bit about his role.



I am the new Active Forest Coordinator and will be working on delivering the national Active Forest Programme here at Westonbirt. The Active Forest Programme is a new initiative that has been established in partnership with Sport England. In its simplest terms, we are looking to provide engaging, inspirational and motivating sport and exercise opportunities for new and existing forest visitors.

The programme covers all manner of different activities ranging from play on the day opportunities to regular group activities and the possibility of more one-off events like the Westonbirt 10km run.

So, look out for active opportunities within future editions of the magazine as I begin to roll out the programme at Westonbirt!



## Refer a friend and receive shop a voucher!

If you bring a friend to the arboretum during June, July and August, and they join as a member, we'll give you a £12 voucher to spend at the Westonbirt shop!

Simply pop into the Welcome Building and let the volunteers know you're referring your friend to become a Friend! Once we process the new membership, we'll pop your voucher in the post to you.

The referring member must hold a current valid membership and the friend must be a brand new member.

## You need your membership card to gain free entry!

As a Friend of Westonbirt Arboretum, your membership entitles you to free access to the arboretum. But you do need to bring a valid membership card with you when visiting.

To protect the membership scheme for our members, from 1 July 2018 you will be charged an admission fee at the Welcome Building if you do not produce your card.

Please note that your card is non-transferable and is only for your use.

You can read more about the Friends' membership card policy on page 46.

## Share those furry friend moments

Silk Wood is a wonderful place to walk your dog!

We'd love you to share your photos on Instagram of your pooch enjoying their walk. Simply hashtag #westonbirtwalkies when you visit Westonbirt Arboretum.

You can follow fellow Friends' walkies on Instagram at @FriendsOfWestonbirt.



@hannahsdogcare: A bit of a puddle won't put off our four-legged friends, or us either for that matter! That wagging tail is a sure sign of a good walk #westonbirtwalkies #friendsofwestonbirt



@freddie\_paws: You'll be pleased to hear that the arboretum was back open today following the snow, so plenty of opportunities for some #westonbirtwalkies!

## Protecting your data

As a Friend of Westonbirt Arboretum, we regularly communicate with you about events, news and fundraising initiatives by email and post.

With the introduction of the General Data Protection Regulation (GDPR) in May, as a current member with an established relationship with us, we will continue to communicate to you unless you have advised us otherwise. For all new members joining after the legislation comes into play, you will need to provide your consent to receive our regular communications about events, news and fundraising projects by ticking the consent boxes on the membership application form.

If you would like to change your communication preferences at any stage, please contact the Membership Team by emailing membership@fowa.org.uk or calling 0300 067 3300.

## Our wonderful membership team



A quick mention for two amazing ladies – Bev and Kelly – who run our membership scheme.

They have over 20 years' experience between them! Immensely proud of the scheme, Bev and Kelly work tirelessly to ensure your membership cards are processed accurately and efficiently ready for your next visit.

## Healthy roots

The vast majority of a tree's root system lies just a foot below the surface of the soil. This is partly because the tree roots need oxygen to survive and there's a lot more near the surface than deeper down.

Vertical mulching is a technique used to reduce soil compaction around the roots. When the soil gets too compacted it reduces the efficiency of water and oxygen supply to the roots and can crush or inhibit smaller feeder roots.

Vertical mulching involves specialised tools to create holes in a grid pattern across the root zone of a tree. It reduces damage by aerating the soil for better drainage during wet periods and improving water penetration during dry periods. It also promotes the formation of fine feeder roots.

Our team at Westonbirt have been out and about with their vertical mulching equipment attending to some of the trees around the summer trail.

So if you see some work going on around a tree's roots, do feel free to stop and watch our team in action, they might even explain a little more about the process.

## Free car sticker for all Friends!

Simply show your valid membership card to a volunteer in the Welcome Building to pick up a free car sticker per member. Let's see how far these car stickers travel!

If you see a fellow Friend on the road with a Friends' car sticker, let us know where you saw it by emailing membership@fowa.org.uk

## Gauging demand for our shuttle service



Over the past six months we have been trialling a mobility shuttle service to help our less mobile visitors get from the Welcome Building. The service currently operates on a Tuesday, Thursday, Saturday and Sunday and is run by a dedicated team of willing volunteers.

Take-up for the service was initially quite good during the autumn but has dropped off quite a bit over the winter months (as was expected). The feedback from customers who have used the service has been excellent and we hope the demand for the mobility shuttle picks up as we move through the year. We will be making a final decision in the autumn as to whether the service should be kept on a permanent basis.

What people said about using the shuttle service:

"To see things you might otherwise not be able to get to."

"Couldn't visit without it."

"Enabled us to walk in the trees rather than use up all our time and energy on the walk to restaurant."

"Good fun – saved us the walk back."