



Treeconomics

Sustainable management of the urban forest:
Our service provision



Dear Colleague,

Comprehensive sustainable management of the urban forest is both desirable and achievable.

The multiple benefits offered by our urban forests are now being realised and research is indicating that the current debate is only the tip of the iceberg.

The urban forest does not just consist of the publicly owned trees. It also includes those in private gardens, commercial properties, institutional grounds and other urban land estates. Each tree contributes to the effectiveness of the entire urban forest and needs to be managed as part of a greater whole.

Sustainable urban forest management not only has to understand this resource but to strategically plan, deliver and monitor actions designed to meet both local and national needs and objectives.

This brochure outlines the urban forest planning, management and monitoring services provided by Treeconomics. These services can be used either as a complete package or selected individually, depending on the requirements of individual clients.

I hope you will find this introduction to the services offered by Treeconomics helpful in achieving an urban forest you and future generations can be proud of.

Yours,

A handwritten signature in blue ink that reads "Kenton". The signature is written in a cursive style and is underlined with a blue horizontal line.

Kenton Rogers



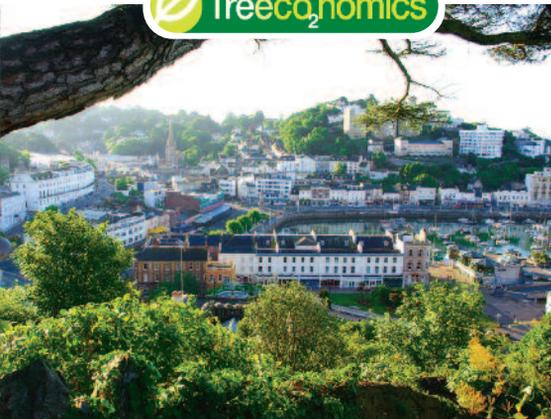
For further information

and/or to arrange a presentation, please contact me on the number below.

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WHAT HAVE WE GOT? ➔



This is the first stage of successful urban forest management. To produce an effective management plan it is imperative that there is a comprehensive knowledge of what is being managed.

- **Canopy Cover Assessment**

A good starting point is an i-Tree canopy cover analysis. Treeconomics is experienced in the use of i-Tree canopy and other canopy measurement tools and can deliver detailed assessments of varying complexity.

- **Structural Assessment**

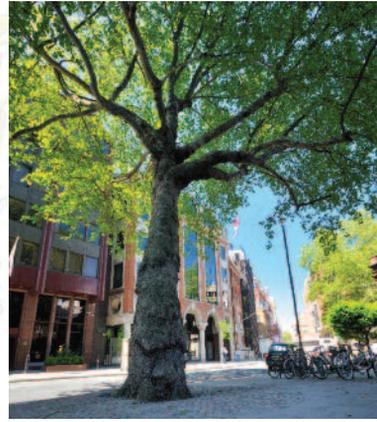
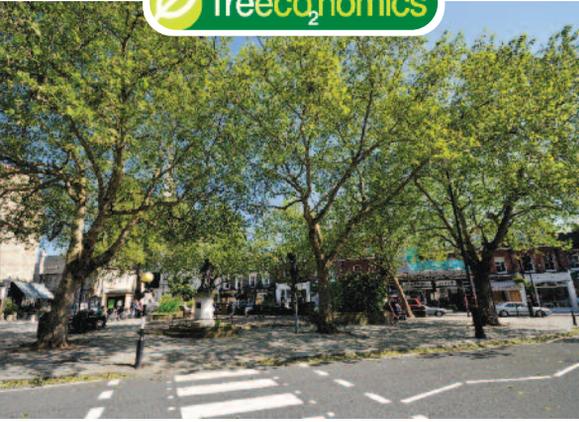
Species mix, age range, distribution, health are just some of the urban forest characteristics which need to be recorded and understood if successful management planning is to be achieved. Treeconomics has an extensive working knowledge of various survey methods including the effective use of i-Tree Eco.

- **Functions and Value Assessment**

Quantifying the benefits the urban forest delivers and estimating the value of those benefits to urban communities is again a critical element of urban forest management and promotion. Treeconomics has wide knowledge and experience in the use of tools such as i-Tree Eco, GiVal, CO² Fix, CAVAT and others.

- **Community Engagement**

Experience has shown that surveying provides an ideal opportunity for real community engagement. Treeconomics can assist with designed and tested programmes for the training and motivation of volunteers from the community.



WHAT DO WE WANT AND HOW DO WE GET THERE? →

Gathering information and data is important but sustainable urban forest management can only come from planning and actions.

- **Setting management objectives**

From data collection to meaningful and achievable objectives, Treeconomics can assist with data interpretation and goal setting. We can undertake engagement with key stakeholders on the main findings to collaboratively develop achievable and widely supported objectives and priorities for the urban forest.

- **Urban Forest Management Plan and Policy**

Once key objectives and priorities have been agreed it is necessary to capture this in an engaging reference document. Treeconomics has rich knowledge and expertise in leading or supporting the development of a comprehensive management plan, providing the framework needed for successful delivery.

- **Supporting the delivery of the plan**

Treeconomics can provide ongoing consultation and assistance with ensuring the plan is successfully implemented, using the benefit of our extensive experience.



MONITORING PROGRESS AND SUPPLEMENTARY SERVICES

Treeconomics can offer a comprehensive service monitoring progress towards the aims and objectives outlined in the management plan. Offering an objective assessment of activities, Treeconomics can ensure that progress continues to be made.

- **Monitoring Progress**

Treeconomics can offer a comprehensive service, monitoring progress towards the aims and objectives outlined in the management plan, involving modifications and developments to the plan as the programme evolves.

- **New Development Assessment**

Most development in urban areas will involve greenspace and trees. Treeconomics, using a suite of tools including i-Tree, can offer an evaluation of the ecosystem service benefits offered by alternative design solutions. This allows decisions to be made early in the process and the most appropriate solution chosen.

- **Review & Improve**

Urban tree management should be an ongoing process and so it will be important to review the results and the progress, to ensure that the objectives have been met, your urban forest is being developed and to set further goals and plans for the future.



Kenton Rogers of Treeconomics is an arboricultural and woodland consultant who has worked in the disciplines of Arboriculture and Silviculture for over 20 years. Starting out as a Field Technician with Forest Research, prior to study at Newton Rigg, he later set up and directed a successful land management company. Kenton has since worked on tree projects in Cyprus, Canada and Africa.

Over the last five years, Kenton has specialised in ecosystem service evaluation of the urban forest and pioneered the introduction of i-Tree into the UK with his work on the Torbay and subsequent i-Tree projects.

He is a Fellow of the Royal Geographical Society and has been a serving trustee on the board of the International Tree Foundation for five years, where he helped develop and extend its drylands program in the Sahara and Sahel. Kenton has also recently achieved a Masters Degree in Forest Ecosystem Management at the National School of Forestry.

Kenton leads Treeconomics, which was founded in 2010 and is now a social enterprise. He is the leading exponent of the i-Tree software system in the UK and a recognised authority on this and other aspects of urban forestry.



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