

Free Trees for Babies Scheme 2025 - 2026

Participant Feedback and Communications Report

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Executive Summary

Cambridge City Council's Free Trees for Babies scheme continues to be a highly valued initiative that helps residents celebrate the arrival of a child by planting a tree for the future.

The scheme is delivered by the Council's Tree Team in partnership with the Community Engagement Team and is supported through a ring-fenced budget that enables approximately 250 families each year to receive a free tree and planting materials.

In February 2026, the Council distributed **255 trees** to local families with the residual costs being drawn from the tree maintenance budget.

Feedback received from participants demonstrates exceptionally high levels of satisfaction with the scheme:

- 100% would recommend the scheme to others
- 100% were satisfied or very satisfied with the scheme
- 94.2% said participation increased their interest in trees and nature
- 52 participants completed the feedback survey

The feedback highlights the scheme's success in encouraging tree planting, creating lasting family connections with nature and supporting the Council's wider Urban Forest Strategy objectives.

About the Scheme

The Free Trees for Babies scheme offers families the opportunity to plant a tree to celebrate the birth or adoption of a child.

Participants receive a tree and supporting planting materials, helping to establish new trees across Cambridge and surrounding areas while creating a lasting personal connection between residents and the urban forest.

The scheme contributes to several Council objectives, including:

- Increasing tree canopy cover
- Supporting biodiversity
- Encouraging community involvement in tree planting
- Promoting environmental awareness among families
- Supporting climate resilience and future generations

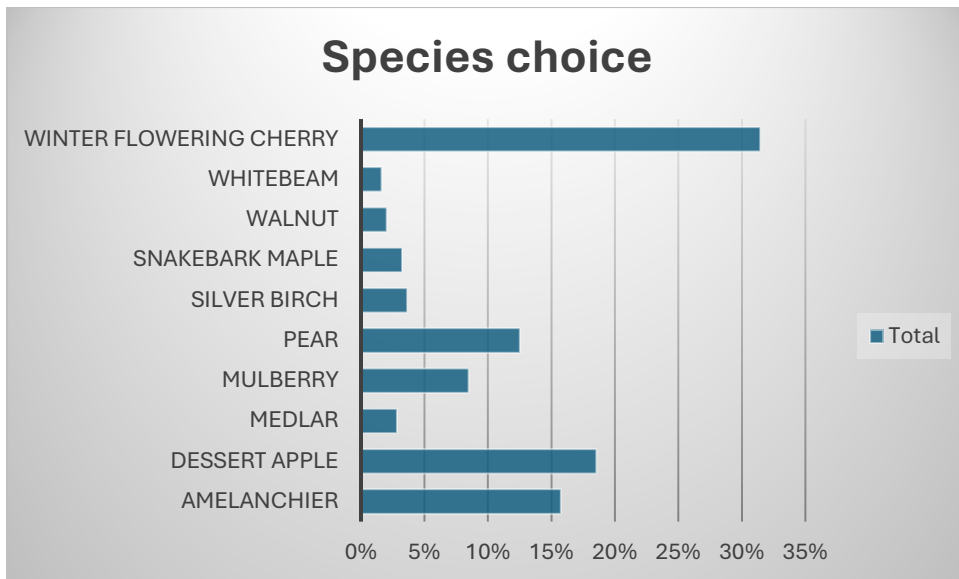
Further information about the scheme is available at:

<https://www.cambridge.gov.uk/trees-for-babies-scheme>

Participation

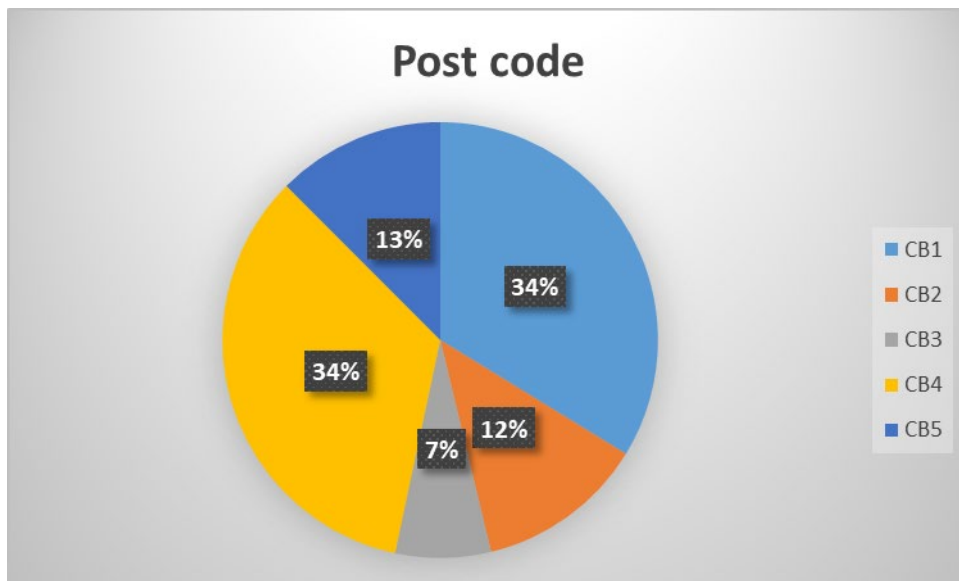
Trees Distributed

Species distributed in 2025/26 (based on species selections for 246 participants).



Participant Locations

Distribution by post code in 2025/26 (based on species selections for 246 application returns).

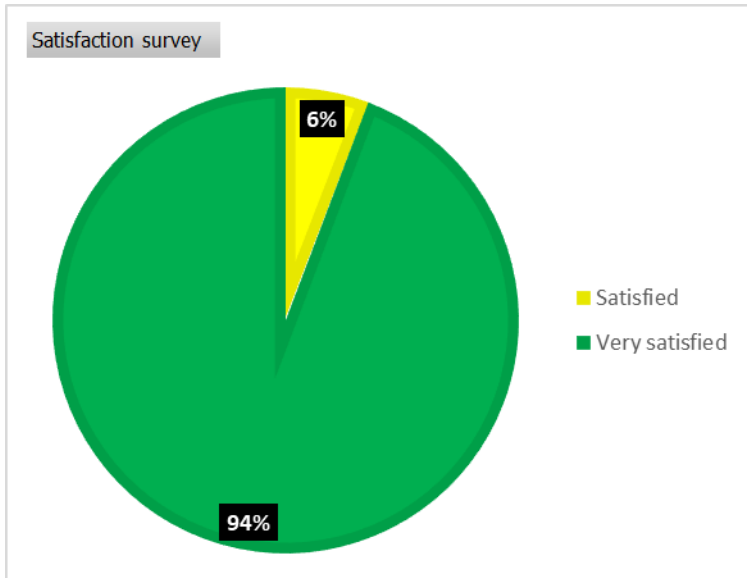


Participant Satisfaction

Feedback from participants was overwhelmingly positive.

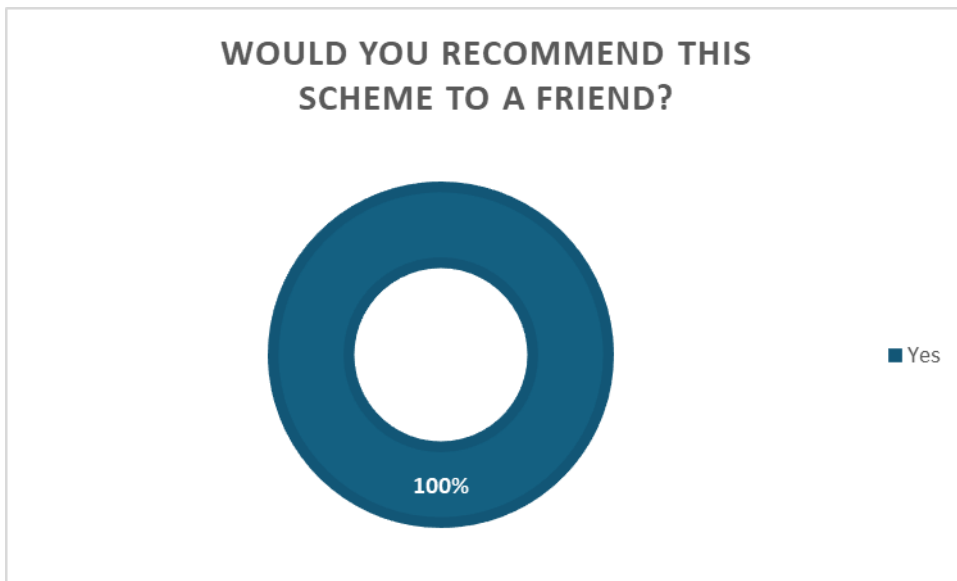
Overall Satisfaction

100% of respondents reported being either satisfied or very satisfied with the scheme.



Recommendation Rate

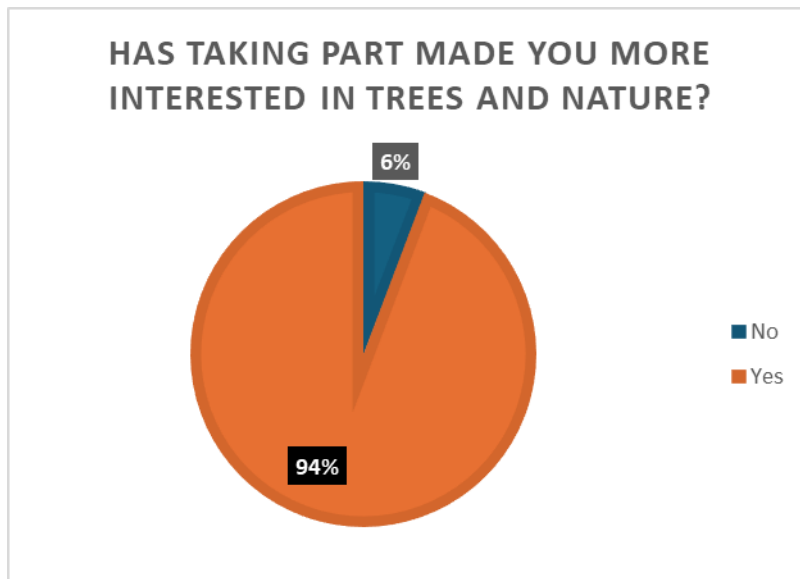
100% of respondents stated they would recommend the scheme to a friend or family member.



Increasing Interest in Trees and Nature

One of the aims of the scheme is to strengthen residents' connection with nature and increase awareness of the value of trees.

94.2% of respondents reported that participation increased their interest in trees and nature.



This demonstrates that the scheme is not only delivering new trees but is also helping to build a culture of stewardship and environmental awareness amongst participating families.

What Participants Told Us

Participants frequently highlighted three key benefits:

1. Creating Lasting Family Memories

Many families valued the opportunity to mark an important life event through tree planting.

“A lovely way to celebrate our child's arrival and create something that will grow with them.”

“It feels special knowing the tree will grow alongside our child.”

2. Supporting Nature and the Environment

Participants appreciated the environmental benefits of planting trees.

“A fantastic initiative that helps families contribute positively to the environment.”

“It's wonderful to know we're doing something beneficial for future generations.”

3. Learning About Trees

The scheme encouraged participants to learn more about trees, planting and biodiversity.

“The information provided was really useful and helped us choose the right location.”

“It has made us much more interested in trees and wildlife.”



Figure 1 Amara (written permission has been obtained to use this photo)



Figure 2 Matee (written permission has been obtained to use this photo)



Figure 3 (written permission has been obtained to use this photo)

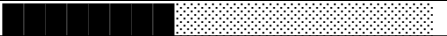




Opportunities for Future Development

While feedback was overwhelmingly positive, participants also identified opportunities to further enhance the scheme.

Common suggestions included:

- Additional tree species choices
- More planting and aftercare guidance
- Opportunities to share progress and photographs
- Follow-up information about tree care

These suggestions will be considered as part of future scheme development.

Theme	Mentions	% respondents	Bar
No improvement suggested	21	40.4	
More flexible collection / delivery options	12	23.1	
Smaller, dwarf or more varied tree options	11	21.2	
More aftercare or clearer instructions	5	9.6	
More publicity and reach	4	7.7	

Supporting the Urban Forest Strategy

The Free Trees for Babies scheme directly supports the aims of Cambridge City Council's Urban Forest Strategy by:

- Increasing tree cover across the city and surrounding area
- Encouraging residents to become tree stewards
- Supporting climate adaptation and resilience
- Creating intergenerational connections with nature
- Raising awareness of the benefits trees provide

The scheme demonstrates how relatively small-scale community initiatives can deliver lasting environmental and social benefits.

Further information about the Council's work on trees and the urban forest can be found at:

<https://www.cambridge.gov.uk/urban-forest-strategy>

<https://www.cambridge.gov.uk/planting-a-tree-in-your-garden>

Conclusion

The 202/26 feedback demonstrates that the Free Trees for Babies scheme continues to be an exceptionally successful and valued community initiative.

Participants reported extremely high levels of satisfaction, strong support for the scheme and increased interest in trees and nature.

By providing families with the opportunity to plant a tree to mark a significant life event, the scheme delivers lasting environmental benefits while helping residents build meaningful connections with Cambridge's urban forest.

The Council thanks all participating families and looks forward to welcoming future applicants to the scheme.

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