

For immediate release

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Horniman launches Tree Planting Appeal

The Horniman Museum and Gardens in Forest Hill, south London, has today (Thursday 18 February 2021) launched its **London Road Tree Planting Appeal** to fund the creation of a new woodland area alongside the A205 South Circular road.

Ninety trees will be planted along a 150m stretch of one of the country's busiest and most congested roads, creating an urban micro-forest, which will act as a green screen, shielding the Gardens from traffic fumes and noise pollution.

The carefully designed woodland-edge habitat will feature 50 densely planted silver birches, along with other native tree species including hazels, field maples and whitebeams. The 300m² micro-forest will also have a mix of 200 native shrubs and herbaceous plants and more than 2,000 bulbs, with the existing grass left to return to meadow.

Garden designer, TV presenter and Horniman Ambassador Joe Swift is championing the London Road Tree Planting Appeal, which aims to raise £10,000.

Joe Swift says: 'The Horniman Gardens have always been a wonderful resource for all of the local community, and this past year has seen them play an even more important role in helping people's mental health and wellbeing. But the Gardens and the wildlife that live there suffer from noise and air pollution at an increasing rate. This year, this problem will be tackled, by creating this brilliant barrier from the main road, but we need your help.'

A donation of £60 could purchase a tree to provide shade and improve air quality for years to come – a single silver birch tree (*Betula pendula*) can absorb up to 3,100 kilograms of carbon dioxide over a 20-year period.¹

More

¹ Source: <https://ecobnb.com/blog/2019/03/anti-smog-trees/>

Smaller donations of £15 or £30 could purchase plants and bulbs to ensure the barrier between the garden and the main road is planted with layers of vegetation and supports as much wildlife as possible.

The development of the new woodland area is part of the Horniman Museum and Gardens' ongoing commitment to tackling the climate and ecological emergency.

Read more about the London Road Tree Planting Appeal and make a donation at horniman.ac.uk/support-us/london-road-tree-appeal.

Ends

Horniman Press Office – press@horniman.ac.uk

Pictured:

- Garden designer and TV presenter Joe Swift. (No photographer credit is needed.)

Notes to Editors:

- **Coronavirus restrictions and impact** – following the latest government guidance, the Museum and Butterfly House are currently closed. The Horniman Gardens remain open, including the Café kiosks, toilets and Sunday market, and the Horniman is asking the public to adhere to social distancing and the latest safety advice guidance.
- The Museum was closed from 18 March 2020 to 30 July and from 5 November to 3 December, and closed again on 4 January 2021. The Gardens have remained open throughout the pandemic.
- **Every month the Horniman is closed costs around £150,000 in lost income** from ticket sales, memberships, the shop and café. In recent years, the Horniman has increasingly relied on this vital income to help care for the Gardens, animals and Aquarium residents, to run events and to look after the collections. The support of returning visitors, our supporters and their generous donations, are more needed than ever. horniman.ac.uk/support-us/
- **The Horniman Museum and Gardens** opened in 1901 as a gift to the people in perpetuity from tea trader and philanthropist Frederick John Horniman, to 'bring the world to Forest Hill'. Today the Horniman has a collection of 350,000 objects, specimens and artefacts from around the world. Its galleries include natural history, music and an acclaimed aquarium. A new World Gallery of anthropology opened in June 2018 and a new arts space, The Studio, opened in October 2018. Indoor exhibits link to the award-winning display gardens – from medicinal and dye gardens to an interactive sound garden, Butterfly House and an animal walk – set among 16 acres of beautiful, green space offering spectacular views across London. horniman.ac.uk
- The Horniman Museum and Gardens is core-funded by the Department for Digital, Culture, Media and Sport (DCMS) and since 1990 has been governed by an independent charitable trust, registered charity no. 802725. The Horniman Museum and Gardens also receives funding from Arts Council England as one of its National Portfolio Organisations.
- On 29 July 2019 the **Horniman Museum and Gardens declared an ecological and climate emergency**, pledging to place carbon reduction and environmental issues at the heart of its work. The declaration is both a consolidation of existing work and a commitment to renewed ambitions to reduce the Horniman's environmental and pollution footprint, increase biodiversity, and inspire others to do so. Find out more about the Horniman's specific commitments as part of the declaration at horniman.ac.uk.