

Portsmouth Social & Cultural Values Survey



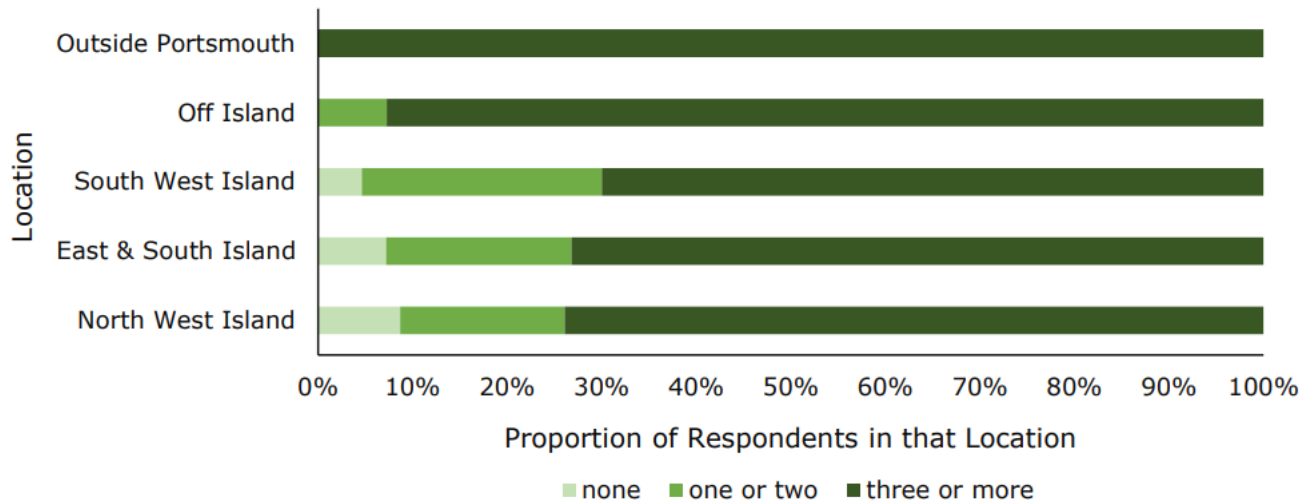
Purpose -

To gain understanding of the importance of Portsmouth's trees to local people

Survey questions focused on

- Perceptions of trees
 - Preferences for trees
 - Management of trees
 - Action for trees
 - Uses and values of trees
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- Online survey open from 10th August to end Sept 2024
 - 1026 responses from people who live, work or study in Portsmouth

Visibility



What we're doing

- Obtaining 3-30-300 data for Portsmouth
- Working with external landowners/large employers

- Almost two thirds of all participants (65%) said that they would like to be able to see more trees from their home.
- Almost three quarters (74%) of all respondents working in Portsmouth said they would like to be able to see more trees from their workplace
- 58% of those that study in Portsmouth would like to be able to see more trees from their place of study.

Managing trees for environmental quality

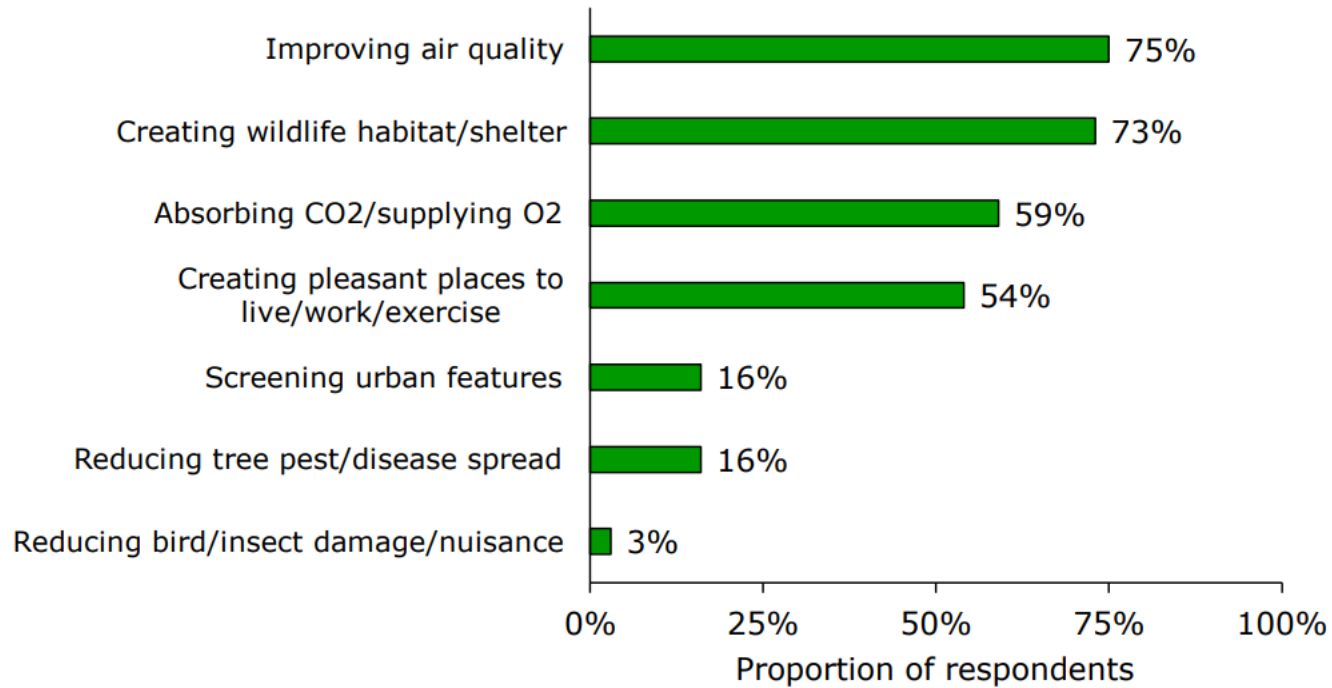
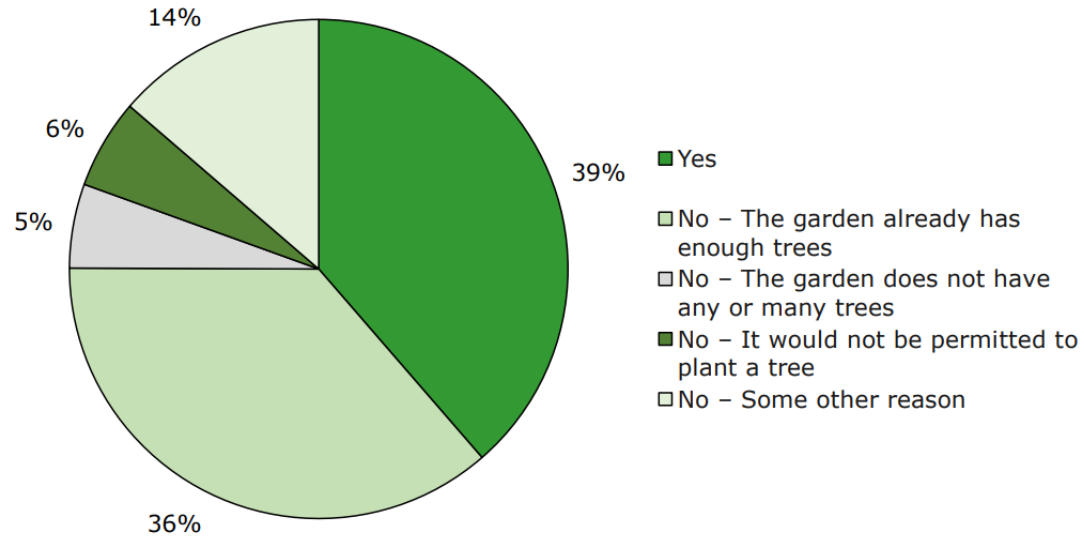


Figure 13. Survey responses to which reasons are most important for managing trees for environmental quality. Participants could select up to three reasons.

What we're doing

- Planting for benefits
- Urban Forest Master Plan
- New Green Infrastructure strategy
- Contribution of GI recognised in draft Clean Air Strategy 2025-40

Resident's gardens



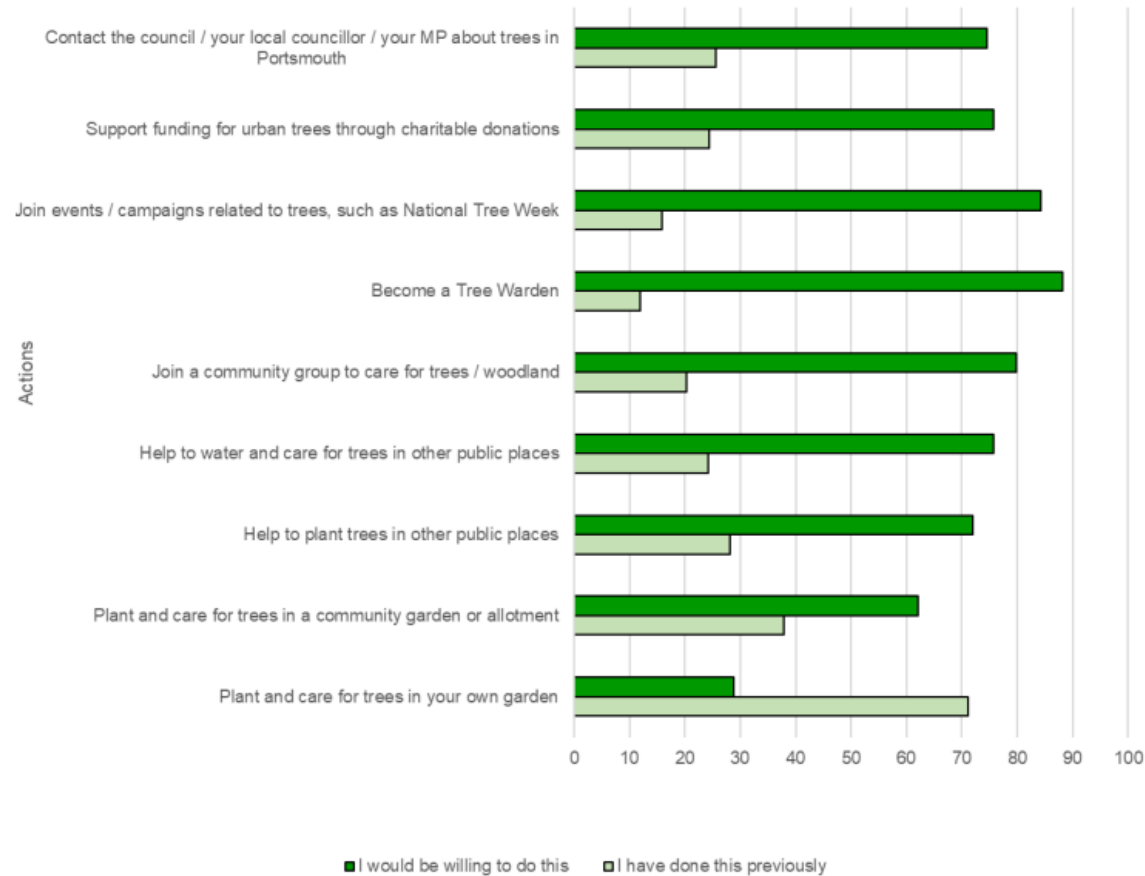
What we're doing

- Residents tree offer

Figure 15. Proportions of survey respondents who would consider planting a tree in their garden

- 34% land use in Portsmouth is residential - this is the highest proportion
- 39% respondents would consider planting a tree in their garden

Community engagement



What we're doing

- Community Green Forum
- 100 trees for Portsea
- Tree pit adoption
- Citizen science - recording ancient/veteran trees

Figure 16 Percentage of survey respondents who have previously or would be willing to take action for trees.

HOW TO MEASURE THE SOCIAL AND CULTURAL VALUE OF TREES



An additional module to
**TREES & WOODLAND
STRATEGY TOOLKIT**
PUBLISHED 2025



“What I’ve noticed is social and cultural values are quite often at the bottom of the list when it comes to assessing our treescapes, but they are useful in gaining leverage to change political views and getting political buy in.”

(Tree Officer for a London Borough Council)

“We’re redoing our tree strategy, and I think it would be important to include this evidence to understand our community’s motivations - there’s nothing like this in the strategy at the moment.”

(Tree Officer for a Unitary Authority)