



## Media Information

### **MINI boost for Tiny Forest initiative.**

MINI UK has partnered with Earthwatch Europe to support the Tiny Forest programme, boosting biodiversity in urban areas and creating accessible green space for communities to reconnect with nature.

A Tiny Forest is made up of 600 densely packed native trees in a space the size of a tennis court and are capable of attracting over 500 animal and plant species within the first 3 years.

The first MINI-funded Tiny Forest has been planted in East Wichel Park, near MINI Plant Swindon, in partnership with South Swindon Parish Council who manage the park.

David George, Director, MINI UK & Ireland said “MINI are really excited to partner with Earthwatch Europe to plant Tiny Forests in our local communities and across the UK. For over 61 years we have made cars using resources responsibly and to maximum effect. Our shared values of sustainability and bringing people together is what makes this such a great partnership.”

With the help of young people from local schools and the wider community, over the next two years, Earthwatch will collect data from the MINI Tiny Forest on: carbon absorption, flood mitigation, thermal comfort and biodiversity, as well as assess the social and wellbeing benefits of having this new green space in an urban area.

Louise Hartley, Tiny Forest Programme Manager at Earthwatch Europe, said “Tiny Forests provide rich opportunities for connecting young and old alike with the environment and sustainability. It’s vital that we give people the knowledge and skills to protect our natural world and inspire them to take positive action. We are delighted to be working with MINI UK to bring these inspiring spaces to Swindon and Oxford.”

BMW Group Company

Postal Address  
MINI UK  
Summit One  
Summit Avenue  
Farnborough  
Hampshire  
GU14 0FB

Telephone  
+44 (0) 1252 920 000

Internet  
[www.mini.co.uk](http://www.mini.co.uk)

Councillor Chris Watts, Chair of South Swindon Parish Council, said “We are really pleased to be working with Earthwatch Europe and MINI UK to bring the first Tiny Forest to Swindon. As a Parish Council we wanted to join the Tiny Forest programme as its focus is to work with the local community in developing and monitoring the trees. The Tiny Forest is being planted in the relatively new community of East Wichel. We hope it will become a unique feature for that community that people from across Swindon will visit.”

The next MINI Tiny Forest will be planted in Oxford in 2022, with plans for more across the UK already in the making.

For more information about Tiny Forests visit <https://earthwatch.org.uk/get-involved/tiny-forests>

## Ends

### Notes to editors

#### The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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#### Earthwatch Europe – [www.earthwatch.org.uk](http://www.earthwatch.org.uk)

Earthwatch Europe is an environmental charity with science at its heart.

We connect people with the natural world, monitor the health of our natural resources, and inform the actions that will have the greatest positive impact.

We work together with scientists, businesses, civil society and policy-makers to drive the change we need to live within our means and in balance with nature.

**South Swindon Parish Council** – <https://www.southswindon-pc.gov.uk>

South Swindon Parish Council is a second tier local authority who make improving the local community at the heart of all it does. The Parish Council was first formed in 2017 and holds a 99 year lease on East Wichel Park, where the Tiny Forest is being planted.

**MINI Press Office Contacts:**

Helen Wilson  
Media Relations Executive  
Tel: 07815 372480  
Email: [Helen.Wilson@bmw.co.uk](mailto:Helen.Wilson@bmw.co.uk)

Georgina Cox  
MINI Media Relations Manager  
Tel: 07815 370878  
Email: [Georgina.Cox@mini.co.uk](mailto:Georgina.Cox@mini.co.uk)

Emma Begley  
General Manager, Product and Internal Communications  
Tel: 07815 371062  
Email: [Emma.Begley@bmw.co.uk](mailto:Emma.Begley@bmw.co.uk)

Graham Biggs  
Corporate Communications Director  
Tel: 07815 376867  
Email: [Graham.Biggs@bmw.co.uk](mailto:Graham.Biggs@bmw.co.uk)

Media website:  
[www.press.bmwgroup.co.uk](http://www.press.bmwgroup.co.uk)  
[www.mini.co.uk](http://www.mini.co.uk)  
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