



**London National Park City is recruiting 50 National Park City Rangers backed by Timberland, *and* supporting some exciting Urban Greening projects in Croydon, supported by musician, Loyle Carner.**

The National Park City Foundation and global lifestyle brand Timberland have started a three-month search for 50 volunteer London National Park City Rangers to share their vision for a greener, healthier and wilder London, *and* to kickstart new urban greening projects across the capital.

The call for Rangers was announced alongside plans to green two urban areas as part of Timberland's Nature Needs Heroes campaign with musician, Loyle Carner, at Thornton Heath's The Ambassador House' Building and The BRIT School garden.

Rangers will volunteer in communities across the city to inspire and deliver a range of projects. What Rangers do will vary according to their own skills, experience and capacity. It could be catalysing projects that will make the city greener, wilder and more beautiful, it could be helping to tackle the climate crisis or working to improve people's physical and mental health, perhaps by inspiring people to get outside and exercise in green city spaces.

**Giorgio D'Aprile, Senior Director Marketing Timberland EMEA said:**

"The National Park City vision aligns well with our Nature Needs Heroes campaign and we are delighted to support the development of the National Park City Foundation's Ranger programme. The urban greening projects we're launching in Croydon will provide inspiration and deliver positive real gains for local communities. Timberland feels passionately that National Park City Foundation will receive lots of applications from committed and talented individuals ready to accept the challenge of making London greener, healthier and wilder."



# LONDON NATIONAL PARK CITY\*

## **Ben Smith, Trustee of the National Park City Foundation said:**

“In July, London became the world’s first National Park City. Now, with Timberland we’re excited to start our search for 50 National Park City Rangers reflecting London’s diverse communities. Rangers will be the faces, the eyes and the ears of London National Park City. They will inspire others and help deliver projects making London greener, healthier and wilder.”

Applicants are asked to send a written, video or other creative submission outlining what London and the London National Park City means to them and how they can use their skills and interests to make London greener, healthier and wilder?

## **ENDS**

## **CONTACT**

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## NOTES TO EDITORS

The London National Park City Rangers programme is made possible by funding from Timberland, whose new global campaign “Nature Needs Heroes” includes a commitment to plant 50 million trees around the world over the next 5 years.

The NPCF Ranger programme can be viewed here:

<http://www.nationalparkcity.london/rangers>

Potential Rangers can leave their contact details. An online application process will launch within a week. We’ll be seeking the best answers to two questions:

1. What does London and the London National Park City mean to you?
2. What is your skill or specialism and how will you use it to make London greener, healthier and wilder?

The London-wide Rangers launch is part of a new Urban Greening project in Thornton Heath which is a collaboration between Timberland, the London Borough of Croydon, the National Park City Foundation (NPCF) and Loyle Carner, promoting positive change for local communities and the environment.

The two urban areas in London being regreened as part of Timberland’s Nature Needs Heroes campaign are:

1. Thornton Heath’s ‘The Ambassador House’ Building
2. The BRIT School garden



## About London National Park City

London National Park City (LNPC) is a place, a vision and a movement to improve life in London by making the capital greener, healthier and wilder. [www.nationalparkcity.london/](http://www.nationalparkcity.london/)

The National Park City Foundation (NPCF) is the charity behind London National Park City. [www.nationalparkcity.org/](http://www.nationalparkcity.org/)

We want to get more people out more of the time and to shape a new identity for London and Londoners reflecting the capital's natural assets and how they underpin the culture and heritage of the city and the health of its people.

The grassroots movement to make London a National Park City is also backed by businesses and political leaders across parties including a majority of local ward councillors and London Assembly Members.

Lead candidates in the last London Mayoral elections all supported London being a National Park City. Having made it part of his successful election manifesto, Sadiq Khan, has been gearing policies and actions accordingly.

## About Timberland

Founded in 1973, [Timberland](http://timberland.com) is a global outdoor lifestyle brand based in Stratham, New Hampshire, with international headquarters in Switzerland and Hong Kong.

Best known for its original yellow boot designed for the harsh elements of New England, Timberland today offers a full range of footwear, apparel and accessories for people who value purposeful style and share the brand's passion for enjoying and protecting nature.

At the heart of the Timberland® brand is the core belief that a greener future is a better future. This comes to life through a decades-long commitment to make products responsibly, protect the outdoors, and strengthen communities around the world. To share in Timberland's mission to step outside, work together and make it better, visit one of our stores, [timberland.com](http://timberland.com) or follow us [@timberland\\_eu](https://twitter.com/timberland_eu)

*Timberland is a VF Corporation brand.*

National Park City Foundation Registered charity no. 1173267



## About the Rangers

Rangers will be asked to contribute a minimum of five days of volunteer time. In return successful recruits will join a network of National Park City Rangers, will access a range of free training, and will learn new skills to influence, inspire and involve others. Rangers will be supported to network online, in communities and through our London-wide supporter network. They will also be provided with a Rangers kit supplied by Timberland to wear at public events and meetings.

Applications are open until January 2020 and Ranger training will happen in Spring 2020 with the Ranger programme going live in May 2020. The National Park City Foundation will also be employing a Ranger co-ordinator to serve as a central point of contact for the network.

The recently published UK Government paper on protected landscapes, [the Glover Review](#), applauded the newly declared London National Park City as a: “fresh way of getting us to see London for what it is. One of the greenest cities anywhere; a place of trees, parks and window boxes as much as skyscrapers”.

The London National Park City is not trying to be a National Park. Cities are a very different type of landscape. The Glover Review’s recommendations relating to Rangers and co-ordinated volunteering are equally applicable to protect, enhance and celebrate the urban landscape in our capital city.