

Open your land. Set every rule.

For parishes, churchyards, schools, parks, farms, estates, allotments, community gardens and community land trusts.

A new annual British tradition. Every Easter, families plant a small blossom tree near home. First national weekend: 26–28 March 2027.

Households bring a potted blossom tree home, decorate it for Lent, and plant it on Easter Sunday or any day in the week after. Some people will plant in their own garden. Many will need somewhere to plant — a community spot they're welcome to bring a tree to. That's where you come in. We don't need ten acres. We need a corner.

Founded April 2026 by Tara Button (CEO of Buy Me Once, Co-Founder of Beagle — a Certified B-Corp). Easter Trees Community Interest Company, registered no. **17188547**.

~16,000

churchyards in England alone, plus tens of thousands of school grounds, parks, allotments and community spaces. Most have spare planting capacity in the early-spring nectar window. The land is already there.

WHAT WE'D ASK

- **Open up some land** for a community planting on Easter weekend 2027 — a corner of a churchyard, a strip of a school field, a hedge-line on a farm, a section of community garden.
- **You set every rule** — what species, how many, who plants, on which day, who maintains.
- **One contact** we can reach for the planting day.
- **Honest about your space** — tell us where it doesn't suit, before we publish.

WHAT WE'D OFFER BACK

- **A pin on the map** — families nearby see your spot and request to bring a tree there.
- **Free Open Your Land toolkit** — site-suitability checklist, planting-day plan, insurance template.
- **A regional contact** ahead of any public commitment.
- **Demand data** — how many households in your area have signed up, so you know what to expect.
- **No obligation** — list one Easter, see how it goes, withdraw any time.

Honest about what we don't do. We don't supply trees, plant trees, insure your land, or take liability for what happens on it. The land stays yours, the trees stay yours, the rules stay yours. We put a pin on a map — that's it. For churchyards, faculty consent and DAC approval are your responsibility (we don't speed that up). For school grounds, governing-body sign-off is yours. We'd rather you list one well-suited spot than ten that aren't.

Year One roadmap

MAY – JUNE 2026	Species and sourcing standards published.
JULY 2026	Open Your Land toolkit and partner packs live.
SEPTEMBER 2026	Board-cycle / PCC / governing-body review window. Verified demand data shared.
OCTOBER 2026	Anchor land partners confirmed; map pins published.
26 – 28 MARCH 2027	First national Easter Trees weekend.

What to do now

Book a 15-minute call: calendly.com/tarabutton/15min

Or email Tara directly: tara@eastertrees.com

Tell us your role and the shape of conversation that suits you. We'll come back with a tailored note within a few days. Or walk through it yourself at eastertrees.com/offer-land.