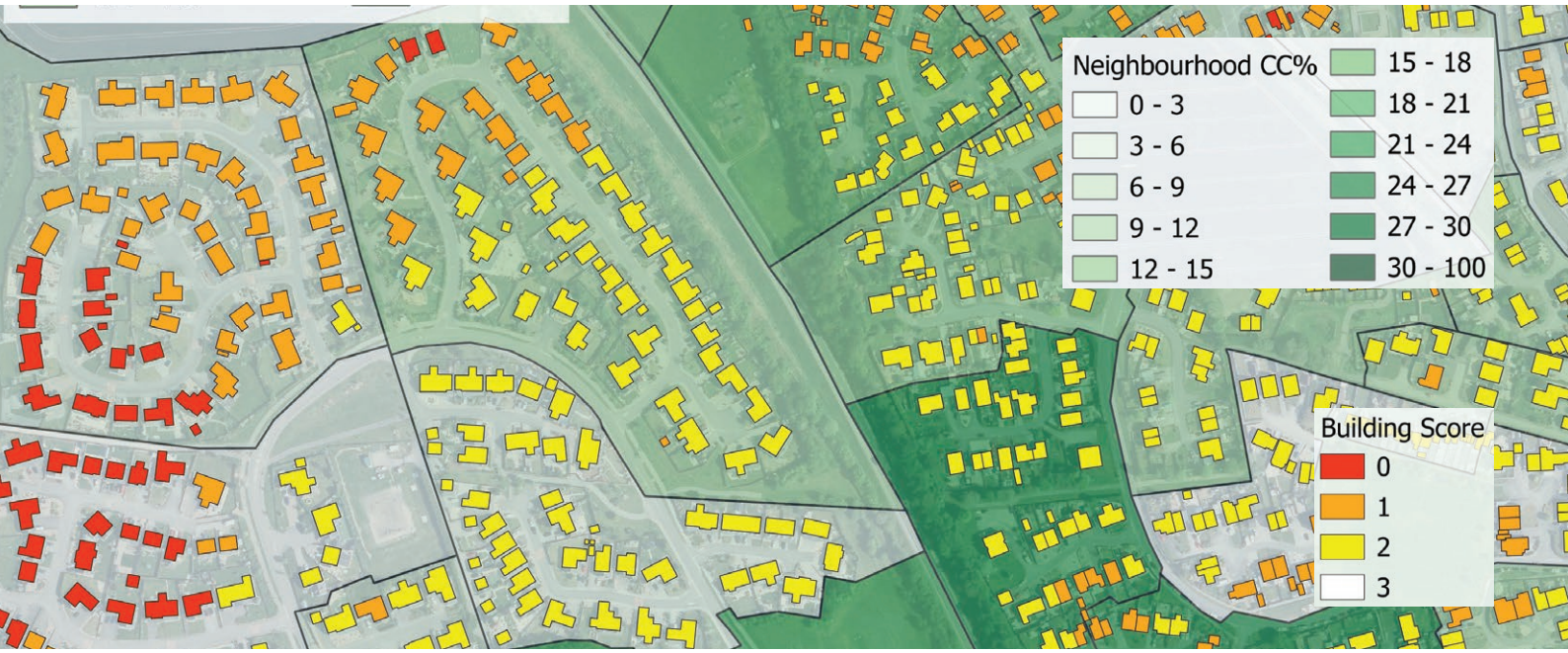
# Case Study

## Aberdeenshire Council




**Client:**
Aberdeenshire Council

**Industry:**
Local Government

**Product:**
3+30+300 Analysis

*"Across the Council there are teams who perhaps wouldn't necessarily see trees or green spaces as part of their remit, for example health and social care where we can assess the location of care homes to green spaces. Our highways, education and health and safety teams all benefit from this information whether it's for future project planning, resident engagement, or grant applications. Using the 3+30+300 analysis has meant we can demonstrate the impact location to trees and green spaces can have, especially when we overlay with our social economic data."*

Fiona Chirnside at Aberdeenshire Council


**Summary:**

Aberdeenshire Council has been working with Bluesky International, a Woolpert Company, to assess residents' access and proximity to trees and green spaces using a new analysis service that applies the increasingly popular 3+30+300 research rule. The Council has also found the visual representations provided by Bluesky, using 3+30+300 analysis and the National Tree Map™ (NTM™) data, have made a significant difference to resident consultations, with clear representations of tree and green space locations.

## Challenge:

The 3+30+300 rule was introduced in 2021 by Cecil Konijnendijk, co-founder of the Nature Based Solutions Institute, and has since gained considerable traction with urban planners and environmentalists. It provides a guideline for urban greening, recognising the need for everyone to realise the benefits of living and working within a certain proximity to trees and urban nature.

In simple terms the rule states that there should be 3 trees in line of sight, 30 per cent canopy coverage, and green space within 300 metres of all residential and workplace buildings.

## Solution:

Derived from the NTM™, the only comprehensive tree mapping dataset to capture trees 3 metres and taller across Great Britain and the Republic of Ireland, Bluesky's 3+30+300 analysis service offers fast and accurate visuals depicting the distances from prescribed residential areas to trees and green spaces.

Utilising the 3+30+300 analysis, users are quickly able to assess the percentage of buildings meeting none, one, two or all three aspects of the rule. It analyses the score of buildings and neighbourhoods across Great Britain, providing geospatial information on all three components of 3+30+300 as well as providing an overall score for each building. For the neighbourhood analysis, statistics on how many buildings meet each component are calculated, and in addition to the GIS layer, a PDF report and guide to using the data is provided.

## Results:

Using the 3+30+300 analysis, Aberdeenshire Council have been able to demonstrate the impact location to trees and green spaces can have. They have particularly found that the the visual representations provided by Bluesky, using 3+30+300 analysis and the NTM™ dataset, has contributed to a positive uplift in community engagement during consultations. The visual nature allows the Council to provide clear representations of tree and green space locations to residents and enable them to start identifying suitable tree planting locations in the town that will align to the rule for the benefit of the community.

| Specification | |
|---|---|
| **Layers** | 1. Building Polygons (Vector Polygon) - Representing each building in a given extent<br>2. Neighbourhood boundaries (Vector Polygon) - Detailing the extent of each neighbourhood<br>3. Report (PDF) - Includes static maps, statistics, and explanation of how to use the data |
| **Coverage** | England, Wales & Scotland |
| **Accessibility** | Available to purchase as an add-on product to customers with an NTM™ licence |
| **Formats** | ESRI Shape, MapInfo Tab, Geodatabase, Geopackage |
| **Standard Projection** | British National Grid |

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